



## **Guitar Center Promotes Anne Buchanan to Executive Vice President, Chief Human Resources Officer**

*Buchanan's promotion recognizes her leadership in driving organizational growth, cultural transformation and talent strategy across Guitar Center's multi-brand enterprise*

**Westlake Village, CA** (May 12, 2025) — Guitar Center, the world's largest musical instrument retailer, announces the promotion of Anne Buchanan to Executive Vice President (EVP), Chief Human Resources Officer for the Guitar Center Company. Previously, Buchanan served as Senior Vice President of Human Resources, Chief Human Resources Officer. The announcement was made by Gabe Dalporto, Guitar Center CEO.

"Anne has been a trusted advisor whose sharp business instinct, understanding of our industry, and high standards have consistently elevated our team," said Dalporto. "This promotion not only reflects her impact at Guitar Center, but also represents what's possible when you stay focused, challenge assumptions, and lead with purpose."

Buchanan has been a key force in shaping Guitar Center's identity since joining the organization seven years ago. She has overseen Human Resources across five divisions — Guitar Center, Music & Arts, Musician's Friend, AVDG and GC Pro — through a period of rapid change and evolution. From streamlining operations and navigating COVID to periods of fast growth, Buchanan has built an HR function that not only attracts and retains top talent, but also strengthens leadership, drives cultural progress and sets up teams for long term success.

Recent Guitar Center projects spearheaded by Buchanan include the following:

- Established Guitar Center's company-wide training approach in 2024, laying the foundation for Associate growth at every level, while reinforcing its role as the go-to destination to engage with authentic musicians and experts across a wide range of instruments.
- Led the successful launch and scale of the Kansas City Sales Center in 2024, now a fully staffed, high-performing hub with over 100 expert Gear Advisors.

"Growing with Guitar Center has been a meaningful experience, where I've had the opportunity to lead transformation and build a culture centered on people and performance," said Buchanan. "As we step into a pivotal new chapter, I'm excited to keep pushing limits, championing our teams and helping to shape the future of our business and the music communities we serve."

Buchanan joined Guitar Center in 2018 from Global Brands Group (GBG), where she led the human resources strategy for the fashion and retail business, including a retail store fleet of over 350 stores and corporate operations for multiple apparel brands: BCBG, BCBGeneration, BEBE, Herve Leger, Joe's Jeans, and Juicy Couture. Prior to GBG, Anne served as the SVP Human Resources for BCBG



Max Azria Group, where she worked for over a decade creating, developing and innovating the human resources strategy. Over the years she has also served in various Human Resources roles with Smile Brands, a national healthcare company, and Cadence Design Systems, which specialized in electronic design automation.

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**About Guitar Center:**

Guitar Center is the leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 300 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 60 years. Guitar Center also provides customers with various musician-based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres, GC Repairs, an on-site maintenance and repairs service, and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center's sister brands include Music & Arts, which operates more than 250 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. For more information about Guitar Center, please visit [guitarcenter.com](http://guitarcenter.com).

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