



Guitar Center Adds Powerhouse Duo to Ignite a New Era in Music Education and Reimagine the Future of Learning

Visionary Educator Giovanni "John" Bianchette and GRAMMY® Winner Dave Kushner Join Forces to Rock the Future of Learning and Accelerate an All-New Music Education Experience

Westlake Village, CA (May 29, 2025) — Guitar Center, the nation's go-to destination for musical instruments, gear, and education, is cranking up the volume on its commitment to the next generation of musicians. In a bold move to revolutionize the learning experience, Guitar Center proudly announces the addition of two high-impact leaders to its Lessons team: celebrated educator Giovanni "John" Bianchette as Vice President of Music Education, and GRAMMY® Award-winning rock guitarist Dave Kushner as Senior Director of Music Education Experience.

With this powerhouse duo at the helm, Guitar Center is charting an electrifying course toward 50,000 active students—redefining how music is taught, experienced, and shared across its nationwide store network.

"This is a game-changer and showcases our commitment to the future of music education," said Mike Schultheis, EVP and Chief Stores Officer at Guitar Center. "John is a strategic powerhouse in education, and Dave is a literal rock legend. Together, they bring unmatched energy, creativity, and credibility to our Lessons Program that will inspire a whole new generation of lifelong musicians."

John Bianchette is a respected educator and brings public and private sector experience from leadership roles at Mathnasium, including Vice President of Education and Training. He has led instructional strategy, driven talent development, and shaped innovative, student-centered learning models. Focused on impact, Bianchette builds high-performing teams, broadens access, and redefines quality instruction. As Vice President of Music Education, he'll oversee the expansion, innovation, and quality of Guitar Center's music education offerings—building a scalable, inclusive experience that keeps students progressing, engaged, and excited.

"I couldn't be more thrilled to join a brand that lives and breathes music," said Bianchette. "Guitar Center gives us the platform to reach tens of thousands of aspiring musicians, and we're just getting started. It's time to put music education back where it belongs—at the center of culture, creativity, and community."

Dave Kushner is best known as a founding member of rock supergroup Velvet Revolver and brings decades of stage, studio, and education experience to his new role as Senior Director of Music Education Experience at Guitar Center. Kushner has composed music for film and television, collaborated with icons like Elton John and Stevie Wonder, and developed popular online guitar courses. In his new role, Kushner will bring the magic of performance to every lesson—energizing curriculum and content for students online and in-store.

"From the stage to the classroom, music has the power to change lives," said Kushner. "As a musician who grew up in Hollywood, Guitar Center has been a part of my DNA for decades. With this new role, I plan to marry the 'glory' of the past culture with an educational experience rooted in the present and drive it all into the future. "



With the visionary leadership of Bianchette paired with Kushner's deep experience within the music industry, Guitar Center's Lessons Program is poised to spark creativity, confidence, and community for tens of thousands of students across the country.

The future of music education starts now," said Schultheis. "And it's louder, bolder, and more inspiring than ever!"

###

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](https://www.guitarcenter.com).

FOR MORE INFORMATION PLEASE CONTACT:

Clyne Media | pr@clynemedia.com

Guitar Center | media@guitarcenter.com