



Guitar Center appoints Todd Lauer as Senior Vice President of Brand Marketing and Creative

Lauer's Senior Leadership Appointment Key to Propel GC Brand Marketing Innovation and Growth

Westlake Village, CA (January 7, 2025) – Guitar Center, the world's largest retailer of musical instruments, is excited to announce a pivotal addition to its leadership team as the company continues to drive innovation and growth in the music industry. Todd Lauer has been appointed as Senior Vice President of Brand Marketing and Creative, joining the company's Executive Team on January 6, 2025.

In his new role, Lauer will be responsible for leading the company's marketing campaigns, visual merchandising, creative content, marketing research, organic social and public relations. Lauer will also play a pivotal role in driving omni-channel customer engagement and delivering consistent brand messaging across all marketing touchpoints.

"We are thrilled to welcome Todd to the Guitar Center family at such an exciting and transformative time for our business," said Gabe Dalporto, Guitar Center CEO. "Todd's expertise and passion for creative storytelling will play a critical role in deepening our connection with customers and driving our brand forward in innovative and meaningful ways."

Lauer is an award-winning creative executive with extensive experience developing breakthrough marketing and advertising campaigns. Most recently, he served as Head of Creative for Empower, a financial planning company with over 19 million customers. Prior to that, he spent over a decade as Head of Creative at LendingTree, where he led a high-performing in-house team that produced award-winning brand creative and some of the best-performing digital marketing campaigns in the industry.

A lifelong music enthusiast who plays drums, guitar and keyboards, Lauer brings both a personal and professional passion for music to his new role at Guitar Center. His vision and leadership will help the company forge stronger connections with its customers, sharing the story of the brand and its mission to inspire musicians at every stage of their journey.

"I'm thrilled to be joining the Guitar Center family," said Lauer. "As a longtime customer and admirer of the brand, this is a fantastic opportunity to combine my love of music with my passion for creative storytelling and visual communication. I'm excited to collaborate with this talented team to create meaningful, inspiring campaigns that connect with customers and drive measurable results."



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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 50 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.

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