



# MUSIC & ARTS

FOR IMMEDIATE RELEASE

## **Guitar Center Names Jennifer Hatton President of Music & Arts**

*Veteran education executive brings three decades of operational leadership to Guitar Center's school music division*

**Westlake Village, CA, May 13, 2026** — Guitar Center today named Jennifer Hatton President of Music & Arts, the company's school music division. Hatton brings nearly three decades of education sector leadership, most recently as Chief Growth Officer at Aramark Collegiate Hospitality, where she helped secure more than \$240 million in new business partnerships and achieved a 98% account renewal and retention rate over the last 18 months. Her appointment positions Music & Arts to accelerate growth across its school music, rental, and lessons businesses.

“Music and Arts is the largest provider of K–12 band and orchestra rentals and equipment in the United States, and we currently have great momentum in the business,” said Gabe Dalporto, CEO of Guitar Center. “Jennifer has spent her career serving the education sector while building scalable operations, and that’s exactly what Music & Arts needs to keep growing.”

At Follett Higher Education, Hatton served as Chief Business Development Officer and Executive Vice President of Retail Operations and Course Materials Strategy, overseeing a \$1.6 billion business serving students and fans across 1,100 colleges and universities in the United States and Canada. That background translates directly to Music & Arts’ network of school partnerships, rental programs, and lesson offerings.

“This brand has been inside schools and music programs for over 70 years,” said Jennifer Hatton, President of Music & Arts. “That kind of trust is hard to build and easy to lose. I’m here to make sure we keep earning it.”

Music & Arts is Guitar Center’s dedicated school music division, with more than seven decades of experience connecting students, families, and educators with instruments, lessons, and support. Hatton’s appointment reflects Guitar Center’s continued investment in Music & Arts as a key component of its broader brand ecosystem, designed to support musicians at every stage of their journey. For more information about Music & Arts, visit [musicarts.com](https://musicarts.com).

###



## MUSIC & ARTS

### **About Music & Arts:**

Founded in 1952, Music & Arts has grown into one of the nation's largest school music retailers and instrument rental and lesson providers. The company operates more than 250 retail and affiliate locations, partners with more than 200 educational representatives, and delivers over 1.3 million lessons per year. Headquartered in Frederick, Maryland, Music & Arts serves students, families, and schools with a comprehensive offering of band and orchestra instruments, private lessons, rentals, and repairs.

### **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 nationwide 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 provides a range of musician-based services, including Guitar Center Lessons for players of all ages and skill levels, GC Repairs, an on-site maintenance and repair service, and GC Rentals, offering easy access to instruments and gear. Guitar Center's family of brands includes Music & Arts, which operates more than 250 stores specializing in band and 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. Guitar Center Business Solutions is the company's commercial division, delivering professional audio, video, lighting and integrated technology solutions for businesses, institutions and creators nationwide through a portfolio of brands including AVDG (Audio Visual Design Group), GC Pro and Custom House at Guitar Center. The Guitar Center Music Foundation is a national nonprofit that expands access to music through instrument donations and support for communities in need.

### **Press Contact:**

[media@guitarcenter.com](mailto:media@guitarcenter.com)