



Guitar Center Appoints Erica Moran as Vice President of Marketing and Bob Buckborough as Vice President of eCommerce

Westlake Village, CA (May 24, 2018) – Guitar Center, the world’s largest musical instrument retailer, announces two new additions to its Marketing and E-Commerce teams: Erica Moran has been appointed Vice President of Marketing, and Bob Buckborough has been appointed Vice President of eCommerce.

In her new role, Moran will lead Guitar Center’s marketing efforts, including email marketing, retail and category marketing, visual merchandising, and media and partnership marketing.

Moran joins Guitar Center with over 20 years of continued success in marketing, having developed and executed comprehensive direct and online marketing efforts for multiple Fortune 500 companies including Stride Rite and PetSmart. Most recently, she served as a Retail and Digital Marketing Consultant for ACIRE Consulting Group located in Phoenix, Arizona. She was a former chairman and is a current member of the CRMC Retail Advisory Council and is a Board Member of the Phoenix Symphony. Moran was named one of the Top Women in Cross Channel Retail by Retail Online Integration and was the winner of the “NY Innovates Award” in 2004. She received her Bachelor of Arts in Communications from the University of Massachusetts, Amherst, MA and graduated with honors.

In Buckborough’s new role, he will lead Guitarcenter.com and MusiciansFriend.com, along with marketplace efforts and eCommerce operations for the company. Buckborough brings to Guitar Center 20 years of experience and skills in developing successful omni-channel plans for both retail and wholesale divisions. He’s a believer in company culture driving company brand narrative. Most recently, he served as the Vice President of eCommerce at West Marine, where he worked to create omni-channel digital strategy and brand repositioning. Buckborough served on the Board of Directors for the Sail America trade organization and is a Founder of the Hybris North America User Group. He is also a member of the Shop.org Digital Council. He received his Bachelor of Arts from LeMoyne College in Syracuse, New York.

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About Guitar Center:

Guitar Center is a leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 280 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 150 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors 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 www.guitarcenter.com.

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