



Press Release

FOR IMMEDIATE RELEASE

Roland Corporation Announces Changes to Its U.S. and Global Executive Management Teams

Jay Wanamaker and Tony Price Accept New Roles Within Roland's Growing Organization

Los Angeles, CA, July 14, 2020 — Roland Corporation, a leading manufacturer of electronic musical instruments and professional video products, today announces changes to its U.S. and global executive management teams, effective immediately. Jay Wanamaker, formerly President & CEO, Roland Americas, now assumes the responsibility of Executive Vice President of Global Sales, Roland Corporation. With Roland's increasing number of global initiatives, Wanamaker's new role focuses on implementing strategies to continue sales growth for Roland while increasing sales productivity across all regions globally. Tony Price, formerly Chief Sales Officer, Roland Corporation U.S., is the new President & CEO of Roland Corporation U.S. Price's new responsibilities concentrate on developing sales and marketing strategies to deliver accelerated market share growth and increased profitability in the U.S.

Jay Wanamaker joined Roland in 2015 and has served as a senior executive with Yamaha Pro Audio & Combo Division, Yamaha Band & Orchestral Division, Guitar Center, Music & Arts, Fender's KMC Music, Alfred Publishing, and Amati USA. He was also a member of the music faculty at the University of Southern California's Thornton School of Music. "As Roland continues to inspire the joy of making music around the world, I am thrilled to be leading the global sales team in optimizing existing core sales areas and in expanding into new regions of opportunity globally," said Wanamaker. "Roland is a consistent leader in the electronic musical products business, and in my new role, I will be able to bring Roland's spirit of cooperative enthusiasm across regions all around the world as we lead the industry in service and strategic sales processes."

Tony Price joined Roland in 2017 after holding senior executive positions at Guitar Center, Bose, Bosch Security Systems, Ultimate Support Systems, Griffin International, and Fender Musical Instruments. "I am truly honored for the confidence Roland has placed in me to take on the role of President & CEO in the U.S.," said Price. "As a leader in musical instrument innovation since 1972, Roland has been designing the future of music for nearly 50 years now. I am extremely proud to lead such an amazing team of people while we work with the best retail partners in the U.S. to deliver the magic of Roland, BOSS, and V-MODA products to consumers in America. Exciting times are ahead as Roland continues to help shape the way we create music."

For hi-res images of Jay Wanamaker and Tony Price, please click [here](#).

About Roland Corporation

For nearly 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals

alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, and electronic percussion to DJ controllers, audio/video solutions, livestreaming products, and more. As technology evolves, Roland continues to lead the way for gigging musicians, producers, and beatmakers, providing modern software-based solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](https://roland.com) or see your local Roland dealer.

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