



Press Release

FOR IMMEDIATE RELEASE

Mark Nelson, Industry Veteran and Roland U.S. Vice President of Product Management Passes at 68



In addition to being an accomplished drummer, Mark's M.I. industry career spanned more than 35 years, with roles across key management positions within the industry

Los Angeles, CA, October 19, 2023 — Industry veteran Mark Nelson passed on October 17, 2023, following a two-year battle with advanced pancreatic cancer at the age of 68. Mark's incredible career in the MI industry spanned 35 years, and Roland was fortunate to spend seven years alongside Mark before his retirement from his role as Vice President of Product Management for Roland Americas.

During his time with Roland, Mark was instrumental in guiding the direction and development of the company's Electronic Percussion and Accessories divisions, helping strengthen its existing relationships within the channel and expanding Roland's reach and penetration into new markets.

“Mark was not just a colleague for us, but a friend to many,” said Manuele Barbini, CEO of Roland Americas. “He truly embodied what it meant to be a leader with his dedication, professionalism, and unwavering positivity. He was someone always happy to lend a helping hand or offer a kind word. Roland, and the whole MI industry, will sorely miss him and the impact he made.”

Prior to joining Roland in 2016, Nelson served in several key management positions including: Executive Vice President Global Sales and Marketing for Drum Workshop, Inc.; Senior Vice President Global Percussion for KMC Music (Gretsch, LP, Toca, Gibraltar, Kat); and Vice President Merchandise-Drums, General Accessories, Media for Guitar Center. Additionally, he is an accomplished musician who has recorded/played drums on 10 albums and two movie soundtracks with various artists including Nick Gilder, Ian Matthews, and more. Mark has also made three appearances on American Bandstand and in six music videos.

Mark had many passions and when he wasn't jamming away on the drums, you could often find him out on the golf course.

Announcement of a memorial service is forthcoming and will take place in Palos Verdes, where Mark lived since 1984, raising his apple-of-his-eye children: Andrew (39), Lange (32), Kai (30), and Keely (23), and living his last years with his beloved bride Elise from 2014 to 2023.

Additionally, Mark is survived by loving sisters Cindy Nelson Taylor and her husband Rod Taylor (Redmond, WA); Carrie Nelson Fletcher and her husband Skeets Fletcher (Kirkland, WA); and loving nieces: Christina Nelson and Brooke Taylor.

The team at Roland sends heartfelt condolences to Mark's family, friends, and colleagues around the world.

About Roland Corporation

For more than 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://www.roland.com) or see your local Roland dealer. Follow us on [Facebook](https://www.facebook.com/RolandGlobal), Twitter ([@RolandGlobal](https://twitter.com/RolandGlobal)), and Instagram ([@RolandGlobal](https://www.instagram.com/RolandGlobal)).

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