



Press Release

For Immediate Release

Roland Americas Strengthens North American Sales Leadership with Key Executive Appointments



Brian Crowley Serves as Senior Vice President of Sales, U.S., and Russell Williams is Promoted to Senior Vice President of Sales, Canada.

Los Angeles, CA, August 26, 2026 — Roland Americas is pleased to announce two strategic sales leadership appointments in North America. Brian Crowley joined the company as Senior Vice President of Sales, U.S., earlier this summer, and Russell Williams has been promoted to Senior Vice President of Sales, Canada. With extensive experience leading high-performing sales teams in technology-focused markets, Crowley and Williams also share a strong track record of bringing teams and partners closer together to unlock new growth opportunities. Their appointments reinforce Roland's commitment to empowering channel partners, advancing innovation, and driving long-term success across the industry.

Brian Crowley currently leads the sales strategy and growth initiatives for Roland U.S. and offers 18 years of sales, forecasting, and business leadership experience spanning the consumer products, audio technology, and musical instruments industries. Prior to joining Roland, Crowley served as the director of national sales at Shure Incorporated for seven years and held a variety of leadership roles at Mattel during his decade-long career there.

“Roland is uniquely positioned to build on decades of brand trust and deepen the relationships that connect our products to the players who use them. I look forward to collaborating with our team and partners to strengthen our dealer network, accelerate growth in key categories, and expand our impact across the U.S. market,” said Crowley.

Russell Williams has been promoted to Senior Vice President of Sales, Canada. Over the past nine years, Williams has served in numerous positions within the company, and more recently as Vice President of Strategic Accounts, playing a key role in guiding Roland's business strategy and strengthening relationships with key retail partners across Canada. In his new position, he will take on all the sales leadership for Canada.

“I'm excited to build on Roland's momentum in Canada and identify new opportunities to help our customers succeed in a rapidly changing market,” said Williams.

“We are excited to have Brian lead the U.S. sales team and to recognize Russell's contributions with this promotion,” said Manuele Barbini, CEO of Roland Americas. “Their experience and vision will be invaluable as Roland’s mission to provide connected products accelerates in North America.”

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, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit Roland.com or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

Company Contact:

Rebecca Genel
Roland Corporation
+1 (323) 890-3718
rebecca.genel@roland.com