



Press Release

FOR IMMEDIATE RELEASE

## Roland Corporation U.S. Celebrates Grand Opening of New El Segundo Headquarters



Photo L-R: Roland's Gladys Carrillo, Jun Yamamoto, Jeremy Stappard, Paul McCabe, Bardo Bardelli, Manuele Barbini, Katherine Wing, Pat Kennedy, Ryan Genest

*The new space reflects Roland's commitment to collaboration, creativity, and deepening its connection to the Los Angeles music and arts community.*

**El Segundo, CA, April 9, 2026** — [Roland Corporation](#), a global leader in music technology and innovation, has officially opened its new U.S. headquarters in El Segundo, California, marking a significant milestone in Roland's ongoing investment in its Americas operations and the people who power them.

Located on the 12th floor of a landmark building at 200 North Pacific Coast Highway, the new headquarters brings together more than 100 U.S.-based Roland employees in a modern workspace designed to reflect the way creative teams actually work. The space features open collaborative zones, conference rooms with full hybrid capabilities, and design elements that pay tribute to Roland's heritage and innovation. Private offices carry the names of iconic Roland products, including the TR-808 and SP-404, grounding the team in the instruments and culture at the heart of the brand. Floor-to-ceiling windows frame sweeping views of the Hollywood sign, the downtown Los Angeles skyline, and the Pacific Ocean, situating the team at the center of one of the world's most vibrant creative communities. The building's proximity to LAX makes the headquarters an ideal destination for artists, partners, and collaborators traveling in and out of the city, reinforcing Roland's commitment to staying closely connected to the people who make music.

"El Segundo gives us a home that matches our ambitions," said Manuele Barbini, CEO of Roland Americas. "We are closer to our artists, closer to L.A.'s creative culture, and better positioned than ever to deliver on Roland's mission of designing the future of music."

The El Segundo headquarters serves as a physical hub for innovation, creativity, and human connection, bringing together Roland's teams across sales, finance, marketing, product management, legal, and beyond under one roof. The opening comes on the heels of Roland Corporation's completion of the Roland Inspiration Hub, its new global headquarters in Hamamatsu, Japan, which began full operations in March 2026. As Roland Corporation CEO Masahiro Minowa has articulated in the company's global vision, Roland's mission is to push the boundaries of what sound can achieve, developing electronic musical instruments that help create a future where everyone can enjoy music without limitations. The new U.S. headquarters is a direct expression of that commitment and will serve as a centralized home for the U.S. team as well as a key destination for global meetings that will shape Roland's next chapter.

Roland Corporation U.S. celebrated the grand opening with a ribbon cutting ceremony led by company leadership, including CEO Manuele Barbini, CFO Bardo Bardelli, VP of Channel Marketing Katherine Wing, SVP of Research and Innovation Paul McCabe, VP of Product Management Pat Kennedy, VP of North America Sales Operations Ryan Genest, Director of Human Resources Gladys Carrillo, and VP of Legal Jun Yamamoto. More than 70 employees attended in person, with an additional 120 North American team members joining via a simultaneous livestream town hall.

"Seeing our North American team come together in one place on opening day was incredibly energizing," said Katherine Wing, VP of Channel Marketing, Roland Americas. "This headquarters gives us a foundation to grow from, and I think everyone who walked through the doors felt the potential of what we can build here together."

For more information about Roland Corporation, visit <https://www.roland.com/us/>.

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### **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](https://www.roland.com) or see your local Roland dealer. Follow Roland on [Facebook](#), X ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).*

### **Press Contact**

Mikala Banham  
Max Borges Agency  
+1(407) 496-5252  
[roland@maxborgesagency.com](mailto:roland@maxborgesagency.com)

### **Roland Contact**

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