

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938  
T: (323) 890-3700 F: (323) 890-3701 [www.Roland.com](http://www.Roland.com)

## FOR IMMEDIATE RELEASE

### Press Contact:

Leslie Buttonow  
Account Manager  
Clyne Media, Inc.  
(615) 662-1616  
[Leslie@clynemedia.com](mailto:Leslie@clynemedia.com)

### Company Contact:

Rebecca Eaddy  
Marketing Communications Mgr.  
Roland Corporation U.S.  
(323) 890-3718  
[Rebecca.Eaddy@roland.com](mailto:Rebecca.Eaddy@roland.com)

## ROLAND APPOINTS BRIAN ALLI VP OF AR AND BUSINESS DEVELOPMENT

**Los Angeles, CA, January 17, 2017** — Roland Corporation is pleased to announce the appointment of Brian Alli as the vice president of artist relations and business development. With more than ten years of Roland service, most recently as the vice president of sales for Roland Corporation U.S., Brian has successfully led his sales teams and consistently grown the business for Roland in the United States. In his new role, Alli will drive Roland's relationships with strategic partners (artists, influencers and businesses), develop strategic communications plans, and deliver new market opportunities.

Alli brings decades of music and audio experience to his new role within Roland, having served on the management and executive teams of Jordan Kitt's Music and Panasonic. His wide range of responsibilities has spanned the piano, combo, consumer electronics wholesale, and retail markets.

"I am grateful for the privilege of working with the incredible team at Roland U.S. for the past ten years and extremely honored to be entrusted with this new role for Roland Corporation," said Alli. "Roland has been fortunate to have so many great artist ambassadors over the years. Our goal now is to provide an even higher level of international support for them. We have also opened many new doors for market growth with new corporate relationships. I am really excited to lead both of these efforts and look forward to the new responsibilities."

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### **About Roland Corporation**

*Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit [www.Roland.com](http://www.Roland.com) or see your local Roland dealer.*