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ROLAND APPOINTS JAMES HATEM AS ARTIST RELATIONS REPRESENTATIVE SERVING THE NASHVILLE MARKET

Los Angeles, CA, July 24, 2018 — Coinciding with the recent grand opening of its new Nashville Artist Relations Center, Roland has appointed James Hatem to serve as Artist Relations (A/R) representative, to be based in Nashville and serve the city's growing A/R needs on behalf of the Roland and BOSS brands. The announcement was made by Brian Alli, Roland's Vice President of Global Influencer Relations, to whom Hatem will directly report, and is part of Roland's updated corporate artist relations strategy, which has seen the company's A/R footprint expand to include dedicated centers in Los Angeles, Nashville, London (at Metropolis Studios), Vancouver, Toronto, Berlin, and Tokyo.

A graduate of Belmont University, Hatem has served as Marketing, Sales and Business Manager for Natchez Hills Studio and Writers Retreat, as well as Marketing and PR consultant for Leadership Music: Music Makes Us. He has also served as a private music teacher and, as a recording artist himself, is well versed in the Roland and BOSS product lines, as well as the A/R needs of Nashville's artist community.

Hatem will spend much of his time based at Roland's new Nashville Artist Relations Center, located within [Love Shack Studios](#) in Nashville's Music Row neighborhood. Founded to serve the needs of current and prospective Roland and BOSS artists, the new center will be a hub for a variety of activities, including product support, social media initiatives, interviews, sessions, and unique streaming events, photo shoots, gear demos and much more.

Brian Alli stated, "The goal of all Roland and BOSS artist relations is to support our family of artists, and we are glad to have James spearheading our Nashville efforts. He is well-connected among Music City's artists, engineers, producers and beyond, with keen insight into the particular needs of these professionals. We welcome him aboard to the Roland A/R team."

The Nashville Roland Artist Relations Center is by appointment only and is located at 909 18th Ave. S., Nashville, TN, 37212. For more info, contact James.Hatem@roland.com.

To learn more, visit Roland.com.

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 Roland.com or see your local Roland dealer.