



Press Release

For Immediate Release

## Roland's Reina Ichihashi Named a 2026 She Rocks Award Honoree



Roland's Reina Ichihashi receives her She Rocks Award at the 2026 She Rocks Awards ceremony (photo courtesy of Kevin Graft)

*Global Product Marketing Manager for Wind Instruments Recognized for Her Impact in the Music and Audio Industry*

**Anaheim, CA, January 27, 2026** — [Roland Corporation](#), a leading music technology company driving innovation across instruments, software, and tools for creators worldwide, announces that Reina Ichihashi, Global Product Marketing Manager for Wind Instruments, has been named a 2026 She Rocks Award honoree by the [Women's International Music Network](#) (WiMN). Ichihashi was recognized during the 14th annual She Rocks Awards at the 2026 NAMM Show, alongside a distinguished group of trailblazing women whose leadership and innovation are

shaping the music and audio industries, including Rachel Platten, Judith Hill, Rhonda Smith, Sophie Burrell, Kay Hanley, Andreea Gleeson, and more.

Since joining Roland in 2019, Ichihashi has played a central role in advancing digital wind performance, helping shape product strategy and global messaging that connect innovative technology with the emotional and creative experiences musicians value most. In her role, she works across teams to ensure Roland's wind instruments support expressive performance while remaining accessible and intuitive for players around the world.

Ichihashi brings an innovation-driven, musician-first approach to every stage of product development, emphasizing close collaboration across engineering, design, artist relations, and global sales teams. Through this process, she helps ensure each instrument is informed by real musical needs and delivers meaningful creative impact.

She was a key contributor to the launch of the [Aerophone Brisa](#), a compact digital wind instrument developed to introduce a new generation of players to wind performance. Ichihashi collaborated closely with development and creative teams to help define the product's positioning and support a successful global introduction. Her work reflects Roland's broader commitment to designing instruments with purpose, precision, and respect for the musicians who rely on them.

"Because this award celebrates incredible women in music, I especially want to thank the amazing women who worked so hard on the launch of Aerophone Brisa, the world's first digital wind instrument explicitly tailored for flutists," added Ichihashi. "Poppy Cleere, and Amy Sheldon, thank you so much for your creativity and dedication. We met almost every week to make Brisa a reality, and your commitment truly made the difference. Together, we helped pioneer a new category in wind instrument design with the first digital wind instrument to feature a flute-style key layout and dual breath sensor. This project has been the most exciting of my career, and it is equally exciting to imagine the innovative instruments the talented teams at Roland will create in the years to come."

"Reina's leadership and collaborative approach have been instrumental in the evolution of our wind instrument category," said Katherine Wing, Roland Americas, Vice President of Channel Marketing. "Her recognition at the She Rocks Awards highlights her impact on both our products and the wider music community. It's an honor to work alongside Reina and other women like Rebecca Genel, whose 2017 Excellence Award highlighted Roland's early commitment to spotlighting women in music. Adding my voice to that legacy in 2023 with the She Rocks Groundbreaker Award was humbling then and now. Roland empowers women at every stage—onstage, behind the scenes, and in leadership, transforming what the music industry looks and sounds like."

For more information on the She Rocks Awards, visit [sherocksawards.com](#). To learn more about Roland, visit [Roland.com](#).

---

### **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 \(@RolandGlobal\)](#).

### **About The Women's International Music Network**

*About The Women's International Music Network (WiMN)* Founded in 2012, the Women's International Music Network unites women who work within all facets of the music and audio industries. With theWiMN.com as its hub, the WiMN provides a community for women within the industry while enriching their careers and musical experiences through networking and sharing. Founded by music industry veteran Laura B. Whitmore, the Women's International Music Network produces and hosts events such as, the WiMN She Rocks Showcase series, the She Rocks Awards, and a variety of workshops and panels throughout the year. For more information, visit [TheWiMN.com](https://TheWiMN.com).

### **Press Contact**

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