

Roland Announces Vice President of Marketing as 2023 She Rocks Award Recipient



Katherine Wing accepting the 2023 She Rocks Groundbreaker Award
(photo courtesy of Mike Dee)

Katherine Wing was honored with the She Rocks Groundbreaker Award at the Women's International Music Network's 11th annual event

Los Angeles, CA, April 18, 2023 — Roland, a leading manufacturer of electronic musical instruments and professional video products, announces its Roland Americas Vice President of Marketing Katherine Wing received the She Rocks Groundbreaker Award at the 2023 She Rocks Awards during the NAMM Show. Wing was recognized by the Women's International Music Network (the WiMN) together with nine women from diverse backgrounds for their leadership and innovation across the industry. Among those recognized were platinum-selling

folk music icon Judy Collins, Fitz and the Tantrums co-frontperson Noelle Scaggs (and Diversify the Stage founder), as well as School of Rock Chief Operating Officer Stacy Ryan.

The She Rocks Awards specifically pay tribute to women whose work have had an impact on making the music and audio industry more inclusive. Wing has established herself as an industry leader through her work with Roland, where she's served for more than six years, currently as the youngest vice president on the Roland Americas team. She joined Roland in 2016 as the brand's first channel marketing specialist in the region. Since then, she quickly rose to her current role, where she leads a marketing team of 23 people across the U.S., Canada, Mexico and Brazil.

"Katherine is a tremendous asset to Roland Americas, and we are beyond proud to see her recognized by the WiMN for everything she contributes to the industry," said Roland Americas CEO Manuele Barbini. "She is an incredible leader across our region, and we are grateful to have her on our team."

Outside of her work with Roland, Wing is an avid drummer and performing musician, having performed and recorded with the bands The Green Lady Killers and Blood Candy for more than a decade. Through her experiences as a recording artist as well as those overseeing marketing across Roland Americas, she has established a deep expertise within the music industry.



L to R: Katherine Wing with Tara Jane
(photo courtesy of Mike Dee)

After receiving the She Rocks Groundbreaker Award, Wing performed two songs on drums alongside bandmate Tara Jane for Jane's solo project Caress. This year's event included a series of these live performances, in addition to awards, speeches, celebrity appearances, and more. For more information on the awards, visit sherocksawards.com.

To learn more, visit Roland.com.

About Roland Corporation

For 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, and electronic percussion to DJ controllers, audio/video solutions, livestreaming products, and more. As technology evolves, Roland continues to lead the way for gigging musicians, producers, and beatmakers, providing modern software-based 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 us on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

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.

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