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Roland Corporation Appoints Matt Wechsler as Global Chief Marketing Officer



Wechsler to lead the development of “One Roland Marketing Organization”

Hamamatsu, Japan, February 28, 2024 — Roland Corporation, a leading manufacturer of electronic musical instruments and multimedia products, today announces the appointment of Matt Wechsler to the newly created position of Chief Marketing Officer. Wechsler joins Roland Corporation following the brand’s 2022 acquisition of Drum Workshop (DW), where he has been serving as the Chief Marketing Officer since 2021. In this newly expanded role, Wechsler will oversee the company’s full portfolio of brands, including Roland, BOSS, V-MODA, DW Drums and Hardware, PDP, Latin Percussion (LP), and Slingerland.

At Drum Workshop, Wechsler has been responsible for the company's marketing function, focusing on driving strategic growth through brand management, consumer marketing, communications, digital, content, and artist relations. He led noteworthy efforts around DW's 50th anniversary in 2022, has transformed DW's consumer facing digital properties to drive engagement across platforms, and helped introduce DW's new innovative acoustic-electronic convertible line of drums, DWe.

Since Roland's acquisition of DW in September 2022, Wechsler has played a key role in driving collaboration between the two companies. In his new role, Wechsler will drive deeper synergy across Roland's entire portfolio, with a core focus on deepening the relationship between Roland and music creators around the world.

“Roland’s contributions to music and culture over the past 50 years are unparalleled,” said Wechsler. “Playing Roland gear my whole life, I have a deep appreciation for the brand’s

commitment to innovation and ability to transform category expectations. I am excited to collaborate with all the talented people inside Roland to inspire the next generation of creators.”

“The entire executive team and I are excited to welcome Matt. His breadth of knowledge and experience speaks for itself, and he is a tremendous asset for us moving forward,” said CEO Gordon Raison. “As we continue to evolve, Matt will bring fresh energy to our brands. His passion for creating music will help fuel our growth and deepen our relationships both inside and outside the organization.”

Wechsler has been playing music since he was a child and has studied drums and percussion with notable industry icons. Prior to Roland and DW, Wechsler led global creative marketing for Marriott International, including a multi-brand portfolio of 30 hotel brands and the Marriott Bonvoy loyalty platform. He has also worked as a marketing leader, both in-house and on the agency side, for brands such as Microsoft, Verizon, Ford, Amazon, Volkswagen, Nike, P&G, Sony, and Electronic Arts.

To learn more about Roland, visit [Roland.com](https://www.roland.com).

For the press kit and hi-res image, please click [here](#).

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](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

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