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**Luke Noffke Appointed Director of Global Marketing and E-Commerce of Ernie Ball Inc.**

*Ernie Ball continues its history of industry-leading marketing with the appointment of music industry veteran Luke Noffke*

*As Director of Global Marketing & E-Commerce, Luke Noffke is positioned to continue leading the family-owned musical instrument manufacturer into its next phase of marketing, merchandising and e-commerce*

(Coachella, CA – December 5, 2019) – Ernie Ball Inc., the world’s leading manufacturer of guitar strings, musical instruments and accessories, is proud to announce the promotion of Luke Noffke as its new Director of Global Marketing and E-Commerce. The announcement was made by Brian Ball, the recently promoted CEO of Ernie Ball Inc., and reflects the company’s ongoing focus on strategic leadership expansion and global growth.

Noffke joined Ernie Ball in 2015 as Director of Marketing and helped drive several key initiatives including the building of a best-in-class marketing team, the implementation of a robust global marketing strategy, the complete redesigns of mobile responsive websites for both the Ernie Ball and Ernie Ball Music Man brands, and the expansion and execution of the popular Ernie Ball “Golden Pick” program with variants including the *Great Gear Giveaway*, *Live in London with Slash*, *The Metallica Experience*, *The Bonamassa Experience*, and more, as well as contributing to rapid growth for Ernie Ball’s domestic and international businesses. Noffke also served as Associate Producer/Marketing Director for the Ernie Ball *Pursuit of Tone* television series that aired on AT&T U-verse/DirecTV.

Prior to joining the Ernie Ball marketing team, Noffke spent 14 years in numerous roles with continually increasing responsibilities in marketing, sales and business development, including seven years in various digital, social, entertainment, and brand marketing positions at Guitar Center and subsidiary Musician’s Friend. During his tenure, Noffke was an industry pioneer and an early adopter in proving the capabilities and profitability of optimized paid social media ads. He co-developed the #GCSoundAdvice program, which empowered the expertise of the salesforce at the nearly 300 Guitar Center stores to field customer questions via social media, and was at the forefront of growing and developing the marketing distribution channels for entertainment and artist marketing initiatives, including the award-winning *Guitar Center Sessions* television show, the *At:GC* web series, *Drum-Off*, *Singer-Songwriter*, *Rock Walk*, *Connections made by Guitar Center* and several other key initiatives.

In his new role at Ernie Ball, Noffke will develop and oversee all global marketing strategies and initiatives to further the Ernie Ball brand experience, alongside its creative, merchandising, web, and e-commerce divisions to help drive continued focus on global sales and brand growth, while continuing to strengthen the Ernie Ball culture, the relationship with its dedicated global fan-base, industry-leading product assortment, and key retail partnerships.

“Over the last five years Luke has been hugely instrumental in many of the key marketing and sales initiatives that have propelled both sales and brand awareness. He brings a tremendous skill set to our company and is so far ahead of the curve in all things digital marketing, social, endemic, content, and e-comm. We have high aspirations to continue building our brands, and I know we are in great hands with Luke as the newly appointed leader of our global marketing team.” **- Brian Ball, CEO, Ernie Ball Inc.**

“I’ve had the opportunity to work with Brian and the Ernie Ball brand for over 10 years, initially as a strategic marketing partner while at Guitar Center & Musician’s Friend, and then with these last five years helping steer the ship as a member of the Ernie Ball marketing department. Having the opportunity to step up and help guide such an industry-leading, iconic, family-owned brand into the next chapter is a tremendous opportunity.” - **Luke Noffke, New Director of Global Marketing & E-Commerce, Ernie Ball Inc.**

Photo file: LukeNoffke.JPG

Photo caption: Luke Noffke, Director of Global Marketing & E-Commerce, Ernie Ball Inc.

**ABOUT ERNIE BALL**

In 1962, veteran player and guitar teacher Ernie Ball created Slinkys®, the innovative light gauge electric guitar strings widely revered by thousands of iconic players including Eric Clapton, Keith Richards, Jimmy Page, Paul McCartney, Metallica, Brad Paisley, Slash, John Petrucci, Angus Young and John Mayer. The strings are all crafted in Coachella, CA. Ernie Ball also offers state-of-the-art instrument accessories that are carried in more than 6,000 stores in the U.S. and 120 countries worldwide. Officially purchasing the Music Man® company in 1984, Sterling, joined later by his sons Scott and Brian, built a team of dedicated professionals based in San Luis Obispo, CA who collectively share a common goal: crafting the highest level of hand-crafted instruments available. Originally founded by Tom Walker, Forrest White and Leo Fender in 1974, Music Man built its name leading an industry revolution, introducing active electronics on its production instruments. As part of the team during the 70’s, Sterling Ball played an important role on the design and development of the iconic StingRay basses. The family-run company maintains its founder's dedication to preserving the musician's playing experience and delivering superior sound quality through the development of new products, such as Paradigm, Cobalt Slinkys, M-Steel, Earthwood and the revolutionary Element Shield Packaging, keeping each set as fresh as the day they were made. The company also fosters artist development through musician-focused programs such as the world's largest and longest running unsigned artist programs, where bands compete each year for the chance to play live on national tours, festivals and events. Visit them online at [www.ernieball.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.ernieball.com&d=DwMFaQ&c=qwStF0e4-YFyvjCeML3ehA&r=xIU6crmdZ1jU5Lv7Z0KzByyl-bxmhhv06yjTt9qHHBc&m=mRAdxnLLAzitGZkD8nMXfiDUadqN8escqrl8lboJOlI&s=EhQSAJ49BKQptPTirrWNsvFp1wNC6KRReSJVanpLLlg&e=) and [www.music-man.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.music-2Dman.com&d=DwMFaQ&c=qwStF0e4-YFyvjCeML3ehA&r=xIU6crmdZ1jU5Lv7Z0KzByyl-bxmhhv06yjTt9qHHBc&m=mRAdxnLLAzitGZkD8nMXfiDUadqN8escqrl8lboJOlI&s=FtBtVAoldcmVD3WnTrDfl1lPkaW_dVW72uFLozFRcJw&e=).

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