

**Music & Arts appoints Laura Lawrence Director of Marketing**

Multi-talented retail marketing professional joins M&A’s leadership team

**Frederick, MD, February 14, 2024:** [Music & Arts](https://www.musicarts.com/), one of the nation’s largest musical instrument retailers and lesson providers, announces the appointment of Laura Lawrence to the position Director of Marketing, effective immediately. The announcement was made by Music & Arts President Jeff Gottlieb and underscores the organization’s emphasis on assembling a strong leadership team while pursuing ongoing growth. Lawrence will report directly to Gottlieb and work closely with the rest of the company’s executive team as well as merchandising, retail operations and school services.

In her new position, Lawrence will leverage her expertise in driving sales growth, customer engagement and brand visibility to develop and implement an overall marketing strategy. She will lead the marketing group to support branding, creative strategies and content creation, and she will work cross-departmentally to align Marketing’s vision with merchandising and sales strategies and roadmaps.

Lawrence has a rich history in M.I. retail and pro audio, having previously served as Senior Director of Global Marketing for HARMAN International (creating GTM strategies and global branding for prominent brands such as JBL, AKG, Crown, and Martin Lighting), Director of Marketing for Full Compass Systems (leading marketing for catalog, online and retail sales), and Director of Marketing for CCI Solutions (leading the marketing for their online retail and integration services). Most recently, she served as Vice President of Marketing for Fiverr. She has an MBA in Marketing and is currently obtaining a second master’s in International Relations from Harvard University.

“In my new role I plan to align the marketing strategy with organizational goals to increase profitability across our school services, retail operations, and online store,” Lawrence remarks. “My expertise is in go-to-market strategies on new products and services, and my passion is in improving efficiencies across the organization.”

Commenting on Lawrence’s appointment, Gottlieb stated, “Laura is a very impressive individual with experience and a skill set that greatly complement our organization’s goals and priorities. As a professional, her resume speaks for itself. She is highly attuned to the needs of consumers and has a real knack for seeing the big picture of a situation. We look forward to working closely with her in her new role.”

In her free time, she is an active global traveler, having visited 56 countries, and she spent the last 18 months volunteering around the world (working with Ukrainian refugees in Moldova, helping with racial tension issues in the school system in Bosnia, assisting with black market trafficked exotic animals in Bolivia, and working with impoverished schoolchildren in Uganda). She recently completed the Camino de Santiago (a 500-mile solo hike across France and Spain) and climbed Mount Kilimanjaro.

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Photo file 1: LauraLawrence.JPG

Photo caption 1: Laura Lawrence, Music & Arts Director of Marketing

**About Music & Arts:**

Music & Arts is celebrating over 70 years as one of the nation’s largest band and orchestra instrument retailers and lessons providers, and is part of the Guitar Center family of brands. Based in Frederick, MD, the company operates more than 260 stores specializing in instruments sales and rentals, lessons for musicians of all levels and a nationwide repair network, serving educators, musicians and parents. More than 230 Music & Arts educational representatives provide personalized service to the music educators in their communities, supporting them and their students with in-school service calls, rentals and repairs. Through offering its services, Music & Arts spreads the power of the band and orchestra experience to transform lives, enrich communities and stir the soul.

**FOR MORE INFORMATION PLEASE CONTACT:**

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