ESP GUITARS PRESS RELEASE

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ROB RIZZUTO JOINS ESP GUITARS AS NATIONAL SALES MANAGER

ANAHEIM, CA (JANUARY 19, 2017) – ESP Guitars has announced that MI industry veteran Rob Rizzuto has joined the company in the position of National Sales Manager.

“We’re very happy to have a sales professional of Rob’s stature at ESP,” says Matt Masciandaro, President and CEO of the ESP Guitar Company. “Our internal sales team, our rep force, and our dealer network will all benefit from the tremendous experience Rob brings with him to ESP.”

“I am thrilled to be part of the ESP family, and to be working with the ESP and Takamine brands,” says Rizzuto. “Both ESP and Takamine are some of the most respected and best-selling global guitar brands. It’s my goal to make the process of working with ESP and Takamine streamlined for our entire chain of reps and dealers. ESP is a company where I can put my lifelong passion for guitars to work from day one.”

ESP National Sales Manager Rob Rizzuto comes to the company after spending the previous 29 years working in sales management roles for G&L Musical Instruments/BBE Sound, most recently as their national sales manager. Previous to G&L, Rob worked for Fender for eight years. He comes from a family that was deeply involved in music, with his father having had a career as a professional musician and music store owner, and his mother being a musical performer as well.

ESP and Takamine dealers can reach Rob at ESP’s US headquarters in North Hollywood, CA toll-free at 800-423-8388 or via email at rob@espguitars.com. Information on ESP, ESP-E-II, and LTD guitars and basses is available at the ESP Guitars web site at www.espguitars.com. More information on Takamine instruments is available at www.esptakamine.com.

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About ESP Guitars
Founded in 1975, the ESP Guitar Company is a leading global manufacturer of quality musical instruments. ESP brands include Custom Shop, Exhibition Series, Signature Series, ESP USA, E-II, LTD and Tombstone. For more information call 800-423-8388 or visit www.espguitars.com.