

# ***RBImusic***

musical instrument distributors since 1961



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**FOR IMMEDIATE RELEASE**

## **Mark Petrocelli Named New RBI Inside Sales Representative**



RBI Music has appointed Mark Petrocelli the position of Inside Sales Representative in the company's Fort Worth, Texas offices. Mark's primary responsibilities will include overseeing all accounts west of the Mississippi, assisting national accounts such as Guitar Center and Sam Ash, and working with an outside sales force on all RBI musical instrument brands.

"RBI Music has a rich history in our business," Mark says. "I'm thrilled to be taking an active role in expanding the market for such iconic names as Toca Percussion, Odery Drums, Vintage Guitars, and Rhythm Band Instruments. It's exciting to be involved in a growing company that offers quality products at an exceptional value, and with the utmost integrity."

Mark joins RBI after three-and-a-half years as National Sales Manager for e-commerce pro audio retailer Spectrum Audio. His previous experience spans both the retail and manufacturing sectors of the MI market, where he gained valuable skills working with such brand leaders as Pro-Mark, KMC Music, and Guitar Center.

While Mark can talk the talk, he also walks the walk through his ongoing work as drum tech and percussionist for classic British blues-rock band, Foghat, performing up to 70 gigs a year alongside legendary drummer Roger Earl. Mark insists that his combined experience in the MI industry and road work as a pro drummer and drum technician "allows me to fully understand our customers' challenges."

"We are very pleased to add Mark to our team," says Lane Davy, Executive Vice President of Sales and Marketing at RBI. "He brings with him a reputation of success that has resulted from his sense of dedication, strong work ethic, and deep understanding of the market. I'm confident that Mark will contribute immediately."

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