**Contact:** Jim Rockwell **FOR IMMEDIATE RELEASE**

RBI Music

**Tel:** 201-247-7225

**Email:** marketing@rbimusic.com

**RBI Music Names Dave Cywinski as Director - National Sales**

July, 2023 – RBI Music, a leading manufacturer and distributor of musical instruments and accessories, is pleased to announce the appointment of Dave Cywinski as Director - National Sales. including Toca, Silvertone, Grover Pro, Boomwhackers, Vintage, Aulos, and Big Joe.

Dave Cywinski brings a wealth of experience to RBI Music, having spent 22 successful years at Hal Leonard, a renowned music publishing company. During his tenure, Dave held various positions of increasing responsibility, demonstrating his expertise in sales, sales management, and his commitment to the music industry. In 2003, he served as District Sales Manager, overseeing the development and growth of his assigned territory. In 2008, Dave was promoted to Key Accounts Manager – Book Trade & Mass Markets, where he played a vital role in bringing music learning products to a broader market while collaborating with mass merchants. In recognition of his outstanding contributions, he was promoted again in 2017 to Sales Manager, where he successfully managed the Drums & Percussion wing of Hal Leonard's Musical Instrument Distribution division, representing its most iconic percussion brands to all accounts across the United States, including managing KAT Percussion.

Brad Kirkpatrick, President, and CEO of RBI Music, expressed his enthusiasm for the appointment, stating, "Dave's extensive experience working with dealers and key accounts, coupled with his deep knowledge of distribution, makes him a perfect fit for our organization. We are confident that he will drive us forward, foster strong relationships, and help expand the market for our exceptional brands."

Commenting on his new role, Dave added, "I am extremely excited to join the talented team at RBI and expand our presence across all markets while maintaining an unwavering focus on our valued customers. The impressive growth RBI Music has achieved in recent years gives me great confidence in the assembled team's ability to continue that trajectory."

Dave's appointment marks a significant milestone in RBI Music's commitment to excellence and continued growth. With his extensive background in sales management and deep knowledge of the music industry, RBI Music is poised to further strengthen its position as a leader in the musical instrument market.

[rbimusic.com](https://rbimusic.com/)