

Dealerscope

PRODUCT & STRATEGY FOR CONSUMER TECHNOLOGY RETAILING

June 2012 • Vol. 54 No.6

40
—
40

Explosion in New Talent



Gregg M. Stein, 33

Vice President, Mass Marketing, MUSIC Group, Bothell, WA.

Years in Industry: 12 in entertainment, musical instruments and consumer goods; 7 in CE

Higher Education: B.A., Business Management & Drum Set Performance, Berklee College of Music, Boston; Strategic Marketing Certificate, Boston University; Graduate Certificate of Special Studies In Administration and Management, Harvard University.

Career History/Accomplishments: When Stein was torn between being a professional musician in NYC or a marketing/marcom job with cymbal manufacturer Zildjian, his father urged him to try the job, saying, "Gregg, you are always going to be a musician." Thus began Stein's career integrating his passion for music entertainment with business. Stein held progressively responsible marketing positions with Line 6,

Numark Industries and ION Audio. In 2011 MUSIC Group President and CEO Uli Behringer hired him to set up a new consumer division. Stein subsequently developed and executed a line of 50 products, including the iNUKE BOOM, introducing the line and the division at the 2012 International CES.

Proudest Achievement: "While launching the BEHRINGER Consumer Audio Division in less than a year is one of my proudest professional achievements, I have to say that bringing the BOOM with the world's loudest made for iPod + Bluetooth Boom Box to CES, CNN, Fox News and LIVE! With Kelly was quite a thrill."

Awards: 2006 Musical Merchandise Review 40 under 40; 1996 U.S. Achievement and Leadership Awards