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Malletech Welcomes Jim Bailey as Director of Sales and Marketing

The world's leading innovator of keyboard percussion instruments and mallets expands its team.

Asbury Park, NJ - July 31, 2020 - Malletech is proud to announce the hiring of Jim Bailey as Director of Sales and Marketing, reporting directly to Founder and Chief Executive Officer, Leigh Howard Stevens.

Blending over 20 years of experience as both a music educator and member of the musical products industry, Jim recently served as Educator Relations Manager for D'Addario and Company. In that role, Jim pioneered and implemented the company's first multifaceted educator loyalty program, developed content for six diverse brands, managed strategic partnerships, and assisted in planning and execution of digital, social, and in-person experiences. These innovative programs connected Jim and the D'Addario brands to thousands of players and educators worldwide.

Prior to his work at D'Addario, Jim established himself as an accomplished band director and instructor for the 7-time world champion Cavaliers Drum and Bugle Corps. As a performer, he has played under the direction of Dr. Stephen Pratt (Indiana University), Raymond Leppard (Indianapolis, Symphony Orchestral), as a member of the Cavaliers 1995 World Championship ensemble, and holds a PASIC international soloist title from 1996.

"I am beyond excited to put my skills and experiences to work for a company that continues to be the world's visionary for keyboard percussionists everywhere," Bailey said.

In his new role, Jim will be responsible for planning and overseeing all sales and marketing efforts company-wide. His involvement will mean a sharper strategic focus and a refreshed approach to artists and influencer collaborations.

Leigh Howard Stevens commented, "With the addition of Jim Bailey and the experience he brings, Malletech is well-positioned to expand our business and increase our market presence. I'm really excited to see what the future holds."

About Malletech, Inc.:

Since 1982, Malletech has worked with the most discerning percussionists from around the world. This has produced instruments that are truly "best in class." As the only keyboard percussion instrument company founded and still run by a concertizing marimbist, this commitment to excellence represents the foundational DNA of Malletech. Learn more at Malletech.com.

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