Press Release

Industry veteran Chris Tso to retire

Paso Robles, CA January 26, 2024 – Chris Tso, a seasoned professional with an illustrious career spanning over 37 years in the Pro Audio and Musical Instrument (MI) industry, has announced his retirement. From his early years of touring as a guitarist and singer, to his pivotal roles on New York’s famous 48th street “Music Row” managing Pro Audio for Manny’s Music and Sam Ash Music, to his move to Musician’s Friend and Guitar Center, Chris built industry-leading Merchandising teams that served the diverse needs of their customers. At Musician’s Friend, Chris played a key role in optimizing direct marketing and driving the company’s dominance in eCommerce. Under his leadership, many strategic vendor partnerships were built and forged, and innovative merchandising and marketing promotions were introduced to captivate and engage customers effectively.

Most recently he worked at Full Compass in Madison, Wisconsin, where he built a new Merchandising department, drove the development of the Technical Training and Product Information Management departments, and conducted over thirty professional development workshops for the staff, while also leading Marketing efforts.

Reflecting on his career, Tso expressed gratitude for the enriching experiences, stating, “I’m the luckiest guy, having the opportunity to collaborate with great teams and build relationships with many wonderful manufacturers, all while maintaining my passion for the products and a laser-focus on our valued customers. I’m grateful for the privilege to serve on the NAMM Board of Directors the past four years and feel that this is a fitting time to return to my first love of composing and performing music.”

As Chris Tso embarks on a well-deserved retirement, the industry acknowledges and celebrates his enduring contributions, leadership, and unwavering dedication to advancing the world of Pro Audio and MI. Tso's leaves an indelible mark on the professionals he has inspired and the businesses he has enriched.

Photo file: Chris\_Tso.JPG

Photo caption: Chris Tso