



INNOVATION. AMPLIFIED.™

**Hartley D. Peavey**  
**Founder & CEO**  
**Peavey Electronics Corporation**

Hartley Peavey founded Peavey® Electronics Corporation in 1965, using the attic space above his father's Meridian, Mississippi, music store as his first base of operations. Today, Hartley has grown his one-man company into one of the world's largest manufacturers and suppliers of musical instruments and professional sound equipment.

Gifted with a technical mind and a spirit for innovation, Hartley Peavey's tenacity, ingenuity and self-determination are the roots of his success. Since building his first guitar amplifier in 1957, the founder and CEO of Peavey Electronics Corporation has established a legacy of innovations, including more than 180 patents, that have helped shape the way we hear and play music.

Growing up in his father's music store, Hartley had a front-row seat for the first wave of rock & roll. But as much as he wanted to play music, he soon learned that his gifts lay not in making music, but in creating musical equipment. Today, it is virtually impossible to attend a concert, travel on an airplane, listen to a CD, or even shop at a supermarket without hearing audio that Peavey has touched along the way.

Hartley Peavey is a catalyst, a music and audio visionary who initiates change while remaining unchanged himself. Under his leadership, Peavey Electronics has ushered in great advancements in the science of sound—such as pioneering the use of computers to make better guitars, and by creating the first computer-configurable audio system, a move that triggered a digital revolution in the audio industry that his company still leads today—all while delivering the strongest quality and value proposition the industry has ever seen.

Through his creations, Hartley has enabled millions of people to enhance their lives with music, launch careers and inspire the world. His accomplishments are celebrated around the world, from patent and trademark offices to Hollywood's Rock Walk of Fame, and from the corridors of governments to the roaring applause at arenas and stadiums in more than 130 countries.

Hartley Peavey is the subject of *The Peavey Revolution: The Gear, the Company & the All-American Success Story* (ISBN 0-87930-849-4), published by Backbeat Books. From Hartley's early years to the company's 1965 founding to its emergence as a global powerhouse and beyond, *The Peavey Revolution* is an engaging account of his company, its products and the players who have used them. Hartley Peavey has been featured by media such as *Fortune*, *Wall Street Journal*, *INC*, *Southern Living*, *CNN*, *Investor's Business Daily*, *Managing Automation* and many industry publications worldwide.