

# Theo Wanne™

CLASSIC MOUTHPIECES

## About Us:

Theo Wanne Classic Mouthpieces will be (if not already is) the premier name in saxophone mouthpieces and accessories, creating the highest quality mouthpieces ever made and allowing musicians worldwide to Unleash their Souls!

Wanne, Inc. began in a unique and desirable position just three years ago. Rather than creating a product and then developing a brand to encompass it, Wanne, Inc. offers a product within an already strongly established brand – Theo Wanne. Theo has a spotless reputation among musicians and industry professionals, and it is truly considered Legendary among the saxophone mouthpiece community worldwide.

Our saxophone mouthpieces have raised the bar on all mouthpieces made and are the most premium pieces in the world. With 5 patents pending and over five years of product development, the barriers are high for our competitors. We continue to push 4th-Axis CNC machining technologies as we work hand-in-hand with ProCNC here in Bellingham.

Theo Wanne Classic Mouthpieces is also pushing the envelope in business management, leveraging the latest web and business technologies to create the most successful business and customer experience possible. Our operations continue to scale Salesforce.Com and its API capabilities, integrating our CRM with our website, OS-Commerce Storefront, PayPal, QuickBooks, as well as our blog and the website forum.

We launched our first mouthpiece line, the AMMA, last August with great success. We are delighted to be introducing three new models as well as many new accessories over the next several months. Although we sell directly through our online storefront, we are quickly developing a global dealer network. We continue to establish powerful endorsements from the very top professionals in the world. And, we will be introducing our first signature line mouthpiece for Jeff Coffin (of Bela Fleck and the Fleck Tones) next month.

## Internship Opportunity:

We are looking for a highly motivated and positive individual to provide market research and planning in the domestic saxophone student market. A passion for music, especially jazz, would be extra juicy, but certainly not required.

Responsibilities will include:

- Develop list of top music universities and their respective influencers
- Develop lists and tactics to reach students directly
- Conduct informational interviews with representative sample of buyers and influencers
- Leverage multiple music organization and publication memberships to grow contact list
- Help develop e-newsletter
- Help develop marketing plan to reach student market segment

We believe this is a rare opportunity to gain unique exposure to the global music industry with a leading edge new venture that is growing fast and implementing the latest technologies across our business scope. This is a position that, with the right results and fit, could develop into a longer term working relationship.

Please send resumes to [info@theowanne.com](mailto:info@theowanne.com) by **Friday, March 18<sup>th</sup>**

Please use in the email subject line: **WWU-TWCM Marketing Internship App for (insert your name)**

Please include a letter of recommendation if possible (or be ready to provide one quickly upon request)

For applications of interest, we will follow up within 5 days, requesting a phone and then a personal meeting.

Compensation = \$10/hr.