

John Hopkins

EVP & COO of Sweetwater
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John Hopkins is EVP & COO of Sweetwater, one of the United States' largest dealers in musical equipment for musicians, recording studios, schools, churches, concert sound companies and broadcasters.

John started at Sweetwater as a Sales Engineer in 1992 and soon took responsibility for all of Sweetwater's growing IT and phone systems. He established the company's first connection to the Internet and designed and set up the original Sweetwater.com website. John became more and more involved in the day-to-day operations of Sweetwater, including finance, human resources, fulfillment, service, and marketing. In 1996, he became vice president of operations. During 2006 and 2007, John was intimately involved in the construction of Sweetwater's new campus and in 2011 became the company's COO. He has overseen three major building projects since the spring of 2014, including the expansion of the sales and shipping areas, the expansion of the Downbeat Diner, including the addition of a performance stage combined with a coffee shop, and the complete redesign and expansion of Sweetwater's Music Store. Being a part of Sweetwater's amazing growth from \$6 Million per year in 1992 to over \$600 Million in 2017 has created an exciting, challenging and rewarding career for John for the last 25 years.

John has been intimately involved in music education since his marriage in 1980 to Dawn who has a Masters in Piano Pedagogy from University of Colorado, Boulder. Dawn has been a piano teacher for 40 years and has had large private studios and also taught in several universities. John and Dawn have been strong advocates for music education and the benefit it brings. They have a daughter who is a violinist and has a Masters in Social Work and a son who is a cellist and has his bachelor degree in Nuclear Engineering.