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2024 NAMM FEMALE ENTREPRENEUR OF THE YEAR

CASSANDRA SOTOS

co-owner and CEO of AmpRx



Cassandra Sotos, Owner & CEO Of AmpRx Named 2024 NAMM Female Entrepreneur Of The Year

Nashville, TN January 1, 2024 — Entrepreneur, co-owner and CEO of AmpRx, and internationally recognized violinist & recording artist Cassandra Sotos was named the 2024 NAMM (National Association of Music Merchants) Female Entrepreneur of the Year.

As a musician, Cassandra has performed with artists all over the world and is most well-known for her work as the violinist with international Bollywood star Arijit Singh, the most successful artist in Indian pop music history. Pivoting from an illustrious touring career back to her academic roots of Industrial Engineering and entrepreneurship, she and her partner, professional musician, Clark Singleton (AmpRx president), acquired AmpRx in January 2022. AmpRx is a Nashville-based company that designs and manufactures line voltage attenuators for guitar amplifiers. Their flagship product, the “BrownBox” is a must have for the serious guitarist. Prior to acquiring AmpRx, Cassandra was an artist endorser of the BrownBox – utilizing the product with electric violin while touring.

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Cassandra is the co-chair of the Women in Music Nashville chapter, is an active member of Women of NAMM and was invited to attend the highly exclusive 2023 Women of NAMM Leadership Summit. She strives to empower young musicians and entrepreneurs, especially women, through her professional and non-profit work in the industry.

About the award: The NAMM Female Entrepreneur of The Year award, established in 2023, has been created to identify and promote one of the music industry’s most dynamic female entrepreneurs who is having a positive global impact while inspiring others through their leadership leading a successful business. Its recipient will stand as an inspiration for existing female entrepreneurs and encourage others to challenge existing business and industry norms to further develop women-owned companies.

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CASSANDRA SOTOS

co-owner and CEO of AmpRx

Cassandra Sotos is an entrepreneur, co-owner and CEO of AmpRx, as well as an internationally recognized violinist & recording artist.

Her journey as a musician started at the age of four when she first picked up her violin – by 13, she was performing nightly in clubs and dive bars. After attending university to study engineering and working as a corporate consultant, Cassandra realized she needed to re-devote her life to music and moved to Nashville to pursue a performing career. She has toured globally with many artists and is most well-known for her work as the violinist with international Bollywood star Arijit Singh, the most successful artist in Indian pop music history.

Possessing an unyielding passion for entrepreneurship, Cassandra has returned to the world of engineering and business and is now the co-owner and CEO of AmpRx, a company that designs and manufactures voltage attenuators for guitar amplifiers. Their flagship product, the “BrownBox” is a must have for the serious guitarist and is sold internationally. Prior to acquiring the company and taking on the role of CEO, Cassandra was an artist endorser of the BrownBox, utilizing it with electric violin.



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Although Cassandra has spent much of her adult career as a professional musician, she holds a B.S. with Honors in Industrial Engineering with a focus in Product Design and a minor in Entrepreneurship and Innovation from the Pennsylvania State University. She is a published author in the field, has been invited as a keynote speaker for the Institute of Industrial and Systems Engineers, the world’s foremost professional society dedicated solely to the support of the profession, and actively engages with current engineering and entrepreneurship students through speaking engagements, case studies and mentoring.



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