

# Head Monster is Mad About Music

BY JOANNE EGLASH



Noel Lee (Photos by Albert Chau)

**C**all the typical executive a “monster,” and watch for a wince. For Noel Lee (ET '71), though, being referred to as the “Head Monster” is music to his ears.

In fact, the founder of Monster Cable Products Inc. (Monster®) was passionate about music growing up, recalling that his musical interests were “much more diverse than other kids.”

He was drawn to Cal Poly because of its standing in the engineering world – and because it’s a “great campus, great setting.” In a move that foreshadowed

Lawrence-Livermore National Laboratory in Northern California, Lee continued to experiment with ways to inexpensively improve his own music sound system, using varieties of wire and methods of winding them.

Out of that hobby, Monster Cable Products developed into a garage start-up. Then Lee quit his job as an engineer to focus on his company. Despite his “lack of a business background,” Lee succeeded where many entrepreneurs have failed: Monster celebrated its 25th anniversary last year.

even Monster Mints. Lee is particularly proud of the more than 200 U.S. and international patents held by the company.

“There’s a lot of creativity evident there,” he says. “We’re not as serious as many companies, and job titles such as ‘Head Monster’ help break the ice. Everyone in the company has ‘Monster’ in their job title.”

The emphasis on creativity and diversification has been key to Monster’s success in revolutionizing the potential of music audio systems, Lee explains, pointing with pride to Monster’s latest venture, a high-end home theater furniture and sound system from M•Design.

The achievements by Lee and Monster have been recognized by others, too. He was named Northern California Entrepreneur of the Year by Ernst & Young and Supplier of the Year by The Evolution Group.

And he continues to have a monstrously good time with it all. ■

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his future career direction, Lee focused on improving audio sound as part of his senior project.

Although he worked for several years as a laser-fusion design engineer at

The number of brands under the Monster umbrella is extensive, ranging from Monster Cable and Monster Performance Car to Monster Game, Monster Photo, Monster Computer and