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Brand Visionary Braven Greenelsh Joins Elation as Chief Marketing Officer

Elation is pleased to announce the hiring of professional brand strategist Braven Greenelsh as the company's Chief Marketing Officer. In addition to being an entrepreneur and award-winning thought leader in brand development, Greenelsh has a strong background in corporate identity and product design. He has collaborated with the Elation team for many years and contributed to the success of several of Elation's top brands, including PROTEUS and Obsidian Control Systems.



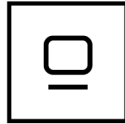
Toby Velazquez, CEO of Elation and President of the ADJ Group, shared his thoughts on the new hire. "We have always valued our brand as a vital part of our business, and as we continue to relentlessly push boundaries in design, engineering, quality, and reliability, I've personally recognized the need to amplify our marketing efforts. This is why we made the decision to invest in a proven visionary like Braven, whose fresh marketing ideas will complement our ongoing mission to elevate the extraordinary Elation brand to new heights."

Over the past twenty-five years, Greenelsh has been an executive-level brand marketing and design consultant for leading sports, entertainment, and technology brands such as IAC, Intuit, Lincoln, Ceridian, FOX Studios, NFL, Sony Pictures, WME, and Emirates Airlines. He holds over 30 awards for branding and product design and often delivers captivating presentations on brand development and design principles. His insights have been featured in publications like the Los Angeles Times, Forbes, and the New York Times.

As part of an expanding partnership deal with Greenelsh's brand consultancy La Visual, he will lead Elation's marketing efforts globally with a focus on brand development, digital strategy, team development, content management, and brand equity. Velazquez expressed his enthusiasm, "Braven's passion for design and branding will not only give our marketing efforts a much-needed boost but his expertise and leadership in shaping and growing a brand will have benefits across our business."

About Elation

At Elation, we represent the elite in the lighting industry. We design and manufacture a comprehensive range of best-in-class entertainment lighting products valued by production/rental houses and lighting designers worldwide. Our dedication to extraordinary quality and creative solutions has established us as the go-to choice for professionals. With a storied legacy of brilliance, our influence extends from iconic stages



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to cutting-edge studios across the globe. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. We invite you to take a closer look at www.elationlighting.com

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