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25-Aug-2016

## **Elation Professional Welcomes David Martin, Key Account Manager South UK**

Elation Professional is pleased to announce that as of August 15<sup>th</sup> longtime lighting professional David Martin has joined the company as Key Account Manager serving the southern UK. David is a familiar face to many in the industry, having developed a wealth of relationships over his 27 years in the lighting and audiovisual industry.



“I have been watching Elation’s progress over the last few years and am extremely excited and proud to be part of its drive forward,” he stated upon starting in the position. “With innovative award-winning products they have a team who has a passion for lighting and a great work ethos.”

David’s new position as Key Account Manager at Elation encompasses maintaining contact with lighting designers and rental/supply companies while developing and managing business in TV & film studios, theatres and night venues. He will also be responsible for managing other strategic accounts. David will also be busy in the architectural lighting world as he will also serve as Acclaim Lighting’s Key Account Manager in the UK.

David brings decades of valuable lighting and audiovisual experience to the position, a span that includes the operation of his own company, Total Audio Visual Ltd. He comes to Elation after working as a freelance lighting tech at ITV (London Studios) and AV lighting consultant. Prior to that he worked as a Key Account Manager at architectural lighting firm WILA Lighting Ltd and also has years of experience from working in TV and film lighting at Martin Professional.

### **David Martin**

Key Account Manager

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### **About Elation Professional**

Elation Professional is one of the world’s leading lighting and visual solutions providers and is the global brand of Elation Lighting. Founded in 1992 and headquartered in Los Angeles, with European sales, distribution and support based in The Netherlands, Elation designs and manufactures a comprehensive range of innovative yet affordable lighting and video products that are distributed through a global network of dealers and distributors. Made up of a spirited team of dedicated personnel, Elation is setting new efficiency and performance standards in Platinum lamp and LED technology and is acknowledged for a comprehensive commitment to Total Support. As a company in expansion with a presence in a growing variety of market segments, chances are you’ve experienced Elation lighting at a concert, special event, TV, theater, late night venue, House of



[www.ElationLighting.com](http://www.ElationLighting.com)

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Worship, theme park, cruise ship, exhibition, architectural space or elsewhere. For more information, please visit [www.elationlighting.com](http://www.elationlighting.com)

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