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Elation expands U.S. Sales and Product Development team

Elation is thrilled to announce the addition of Nick Saiki to the company's U.S. sales team as Product Application and Customer Experience Specialist – PACE. With an MFA in Lighting Design and Technology from the University of Cincinnati College-Conservatory of Music, Nick brings extensive knowledge and experience from his previous roles in live event production and system integration, as well as five years as a field project coordinator at ETC.



As PACE specialist, Nick will be responsible for leading product presentations at trade shows, showrooms, and sales team demos. He will also bridge the gap between Sales and Product Management, ensuring that all customers and sales staff are fully trained on Elation products, up-to-date on industry trends, and familiar with the latest standards and technologies. Furthermore, Nick will expand on the Elation Educational Experience (E3) program to include both internal and external trainings, and will formalize a continuing education certification program for customers within the E3 platform.

Additionally, Bob Mentele is transitioning from his role as Elation Vertical Market Manager to join the company's product development team as Associate Product Manager for Stage Lighting. After three successful years at Elation, Bob will work closely with Matthias Hinrichs, Product Manager for Elation, to continue innovating and refining the Elation stage lighting product ranges with focus on static lighting fixtures.



Hinrichs comments, "Elation has seen tremendous success with our expanding theater, TV, and event lighting portfolio. Bob joining the product management team will allow us to continue this growth and offer innovative and forward-thinking products to the market like the recently launched KL Profile FC. Bob has been a great asset to the company and his new role is a perfect fit for his talent and experience."

Elation National Sales Manager John Dunn adds, "Driving innovation is critical to achieving our goals. Creating market-leading products and being able to effectively communicate the value of that innovation, coupled with outstanding technical training and customer support are the cornerstones of our mission. The addition of Nick and Bob to our already exceptional team reinforces these aims and will continue to support our growth in the coming years."



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About Elation Professional

Based in California with facilities in Florida and Mexico City, as well as European offices in The Netherlands, Elation designs and manufactures a comprehensive range of innovative lighting products known for its superior performance, excellent efficiency, and outstanding price: value ratio, all backed by a hard-earned reputation for Total Support. Elation also offers an advanced line of lighting control products through Obsidian Control Systems, as well as a full range of dependable specialty effects called Magmatic. Our mission has always been simple: to provide best-in-class products and service while offering the best value: performance ratio in the industry. Elation products continue to be a part of the industry's most exciting projects across the globe. We invite you to take a closer look at

www.elationlighting.com

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