



www.ElationLighting.com

FOR IMMEDIATE RELEASE

18-Jan-2022

Elation welcomes back Esteban De La Torre to US sales team

Elation Professional is extremely pleased to welcome back Esteban De La Torre to the Elation Professional US sales team in a new position of Channel Market Manager – West.

Esteban previously worked for Elation for several years in various capacities from programming trade show booths and showrooms to supporting the controller and data distribution business nationally prior to his leaving the company to pursue designing and programming full time.



“I am excited to be back with the Elation family,” Esteban stated. “During my time freelancing, I saw the tremendous growth that Elation was experiencing. When the opportunity arose to return to the team as Channel Market Manager, I knew it would be a great fit. I have always been a supporter of Elation products when working on set or live environments, and now I get to help expose the company to new markets and help create the next generation of lighting products. I’m looking forward to working with a team that values its employees and its customers. It’s a win-win.”

Over the last few years, Esteban built a successful career designing and programming numerous high-profile TV and film projects, from live performance to scripted television. During this time, he gained invaluable experience and developed close relationships with industry leaders in the TV/film and live performance markets, and he will be leveraging this experience and his relationships in his new role with Elation.

Esteban, who started in the new position at Elation on January 6, will primarily focus his efforts on the key vertical markets of broadcast & film, and live entertainment across the Western USA region. Working in coordination with Elation’s growing Channel Market team, and alongside the company’s existing independent rep team, Esteban will promote Elation to designers, specifiers and key stakeholders to help drive brand and product awareness, increase product adoption and help Elation to continue to grow its overall market share.

Esteban De La Torre
Channel Market Manager - West
Elation Professional
M: (323) 866-0590
Esteban.DeLaTorre@elationlighting.com

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



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

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

For more information, contact:

Elation Professional US

6122 S. Eastern Avenue
Los Angeles, CA 90040
USA
Tel: (866) 245-6726 (toll free)
Tel: (323) 582-3322
sales@elationlighting.com
www.elationlighting.com

Elation Professional EU

Junostraat 2.
6468 EW Kerkrade
The Netherlands
Tel: +31 (0)45 546 85 66
info@elationlighting.eu
www.elationlighting.eu

Elation Professional Mexico

Av Santa Ana 30,
Parque Industrial Lerma,
Lerma, Mexico 52000
Tel: +011 52 728 282 7070
ventas@elationlighting.com
www.elationlighting.com