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**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

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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](http://www.elationlighting.com)

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