

## FOR IMMEDIATE RELEASE

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### Graham Hill Joins Elation as Business Development Manager

Elation Professional's European headquarters is pleased to announce that from March 1<sup>st</sup> longtime lighting professional Graham Hill will be serving as the company's new Business Development Manager. Graham is a familiar face to many in the industry, having developed a wealth of relationships over his many years in the entertainment lighting and electrical industries, including years as a key customer of Elation.



Graham brings decades of valuable lighting experience to the position and comes to Elation from a position as VP of Business Development at 4Wall Entertainment, where he developed and maintained customer relationships in Europe and the United Kingdom. He is perhaps best known for his many years as Company Director of Static Light Company, the London-based supplier of lighting solutions for exhibitions, corporate events, and motor-shows.

Graham's new role at Elation encompasses building collaborative relationships across the industry internationally, including working closely with lighting designers while communicating market insight to the Elation product team. He states, "This year is the 10th anniversary of my relationship with the Elation team globally. My experience with Elation products and support has always been second to none, from the smallest to the largest clients. Over those years, supporting the most creative and demanding of clients meant that Elation was often asked to create specific products to suit the needs of an industry sector. They did not disappoint and some of those products are still in the range today.

"The very exciting role I am proud to take up will be to continue that legacy of client support internationally for the well-established Elation products. I firmly believe that with the award-winning product families that have launched over the past few years such as the Artiste, Proteus and Fuze ranges, as well as the additions of Obsidian Control Systems and Magmatic effects to the portfolio, it is now by far the most innovative and creative on offer to the industry."

Graham has worn many hats over the years from operational management to directorship and brings a wide spectrum of competencies and strong market knowledge with him to support Elation customers. He has experience managing all aspects of business, including building networks and partnerships to coordinate and facilitate projects anywhere in the world. He has supported some of the world's leading design agencies, and worked on projects and collaborated directly with partners around the globe.

"We have known and worked with Graham for quite a long time and are delighted that he is finally a full-fledged member of the Elation family," stated Marc Librecht, Sales and Marketing Manager at Elation Europe. "We've worked very close with him over the years and our collaboration with him as a customer has always been great. He has always felt a part of the Elation team and we are happy to have



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such an experienced professional on board who truly believes in our products and the people behind them.”

**Graham Hill**

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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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