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Elation Welcomes Jacob Coakley as Marketing Brand Manager

Elation is excited to announce that Jacob Coakley has joined the team as Marketing Brand Manager. In this cross-departmental role, Coakley will lead efforts to align brand messaging and execution, ensuring a cohesive brand strategy across all channels.



“Jacob’s breadth of experience in the industry makes him an invaluable addition to the Elation team,” stated Eric Loader, Elation Global Vice President of Sales. “His role at the intersection of marketing, sales, and product development will be key in aligning our strategy and driving market messaging to support our continued growth. We look forward to the energy and insight he brings.”

Coakley has nearly 20 years of experience in marketing, communications, and editorial leadership in the entertainment and lighting industry. He joins Elation from ETC, where he contributed across commercial and architectural segments, as well as digital workflows. He spent a decade as Editor-in-Chief of *Stage Directions*, a technical theatre magazine now part of *PLSN*, and has contributed to numerous industry publications.

With a background in theatre, sound design, and network systems, he uniquely combines artistic insight with technical knowledge and is excited to bring his passion for storytelling and branding to elevate Elation’s voice worldwide.

“Elation has long been a leader in the industry, and I’m excited to join the team at such an exciting time,” said Coakley. “I look forward to helping shape a cohesive and compelling brand story to strengthen the brand and connect more deeply with our audience. I’m eager to collaborate across teams and contribute to the company’s continued evolution.”

Coakley started in the new position on October 1, 2025.

About Elation

At Elation, we collaborate with leading professionals in the lighting industry to help bring extraordinary experiences to life. As a designer and manufacturer of a wide range of high-performance entertainment lighting products, we’re proud to be a trusted partner to top lighting professionals and rental houses around the world. Our commitment to quality, innovation, and creative solutions has made us a go-to resource in the industry. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable



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specialty effects called Magmatic. Elation serves clients worldwide through offices in Los Angeles, Mexico City, and the Netherlands. We invite you to take a closer look at elationlighting.com

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