



FOR IMMEDIATE RELEASE

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Lighting Industry Veteran Jeff Washburn Joins Elation as Regional Sales Rep for South-Central USA

Elation is extremely pleased to announce the appointment of Jeff Washburn as Regional Sales Representative for the U.S. South-Central region. A respected industry veteran with more than three decades of experience in entertainment lighting, Washburn's extensive expertise and leadership make him an invaluable asset to the Elation sales team.



Washburn brings a wealth of sales and business development experience gained during long tenures with High End Systems and Martin Professional. He comes to Elation from a position as Sr. Manager Business Development at ROE Visual, where he developed new client relationships and project opportunities.

In his new role as Regional Sales Representative at Elation, Washburn will be working closely with the sales team to identify new opportunities and drive growth across Texas, Oklahoma, Arkansas, and Louisiana. His experience on both the rental and integration side matches well with Elation's broad portfolio of products and solutions, an asset in strengthening Elation's presence in this key market.

Washburn started in the new position in October and is enthusiastic about the role, stating, "I'm excited for this opportunity. Innovation, a diverse product portfolio, and a leadership team that genuinely values its customers and employees are qualities that immediately attracted me to Elation. These core values resonate with me, and I look forward to contributing to Elation's ongoing success."

John Dunn, Director of Sales at Elation, is delighted to have such an accomplished professional join the sales team: "There's no substitute for experience, and with Jeff's deep understanding of the lighting industry, along with his extensive professional network, he will undoubtedly make a significant contribution to the team and serve as a key driver of growth in this important sales region."

Based in Texas, Washburn will be attending the upcoming LDI tradeshow in Las Vegas in December and looks forward to showcasing Elation's latest innovations to new and longtime customers alike.

Jeff Washburn
Elation



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Regional Sales Representative – South Central USA

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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 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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