

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

17-May-2023

Lighting veteran Koy Neminathan joins Elation as new Director of Business Development

Elation Professional is extremely pleased to announce that Koy Neminathan has joined the company as Director of Business Development. The accomplished industry veteran comes to Elation from lighting console manufacturer Avolites, where he worked for over 23 years in sales and business development, the last decade as Sales Director.

Koy will work closely with designers to keep them abreast of Elation's growing line of innovative lighting products while communicating market insight to the Elation product team. His extensive experience includes growing and managing a large distributor network, achieved through strong relationship building and an understanding of the needs and requirements of different global markets. Those qualities will serve him well in his new position at Elation.



“Koy is a well-respected professional with a deep understanding of our industry and we are excited to have him join our team as a representative for the Elation brand,” stated Marc Librecht, Elation Sales & Marketing Director Europe. “The collaborative relationships he will continue to build across the industry will be a great benefit and important asset as we continue to grow globally.”

Based in London, Koy started in his new role on May 9 and will be travelling frequently abroad to visit Elation distributors and customers. He stated, “I have always stood back and closely monitored Elation's progress over the years, from products to personnel, and was impressed how they have done it whilst earning the respect from the market. I am overjoyed to be joining a strong team and looking forward to contributing heavily to grow all of the brands, which sit under the group's umbrella.”

Koy is highly engaged in the industry. He currently serves as a Manufacturer's Representative for PLASA, where he advocates for the interests of manufacturers across all sectors, and is a Trustee for the industry charity Backup. He also led the international wing for the WeMakeEvents campaign during the pandemic and still serves on its steering committee.

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



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

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

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