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Elation Welcomes Mathias Burger as Brand Manager for Elation Europe

Strengthens brand strategy and market engagement across the European region

Elation is pleased to announce the appointment of Mathias Burger as Brand Manager for Elation Europe. In this role, Burger will serve as a key liaison between the market and Elation's European headquarters, helping to shape and strengthen the company's brand presence across the region.

Burger will focus on building strong relationships with key decision-makers and lighting designers, driving engagement and supporting the continued growth of the Elation brand. A central part of his role will be aligning brand messaging and execution across all channels, ensuring a consistent and compelling brand story that resonates with Elation's audience.



With a clear mandate to elevate Elation's brand in Europe, Burger will lead efforts to develop a strong, cohesive brand message and ensure that communication across sales, marketing, PR, and digital platforms remains consistent, transparent, and effective.

"Mathias brings exactly the combination of industry experience, strategic thinking, and practical execution that we need to take our brand to the next level in Europe," said Marc Librecht, Sales & Marketing Director at Elation Europe. "His ability to translate complex product portfolios into clear, impactful brand messaging will be a major asset. With his background in product management, marketing, and solution sales, he will serve as a key bridge between the market and our European headquarters."

Burger joins Elation with extensive experience in the lighting and technology sectors. He began his career in the entertainment lighting industry, including eight years at Martin Professional in product and key account management. He later expanded his expertise into general illumination, contributing to market-entry and brand-development initiatives that helped position companies such as Tridonic and Samsung as leaders in the smart-building space.

Over the past five years, Burger has worked independently in innovation management and digitization, focusing on product management, communication strategies, and the development of digital customer experiences for complex B2B solutions. He also brings a strong theoretical



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foundation and a proven ability to turn it into practical execution. His experience in conveying complex concepts to customers clearly and efficiently aligns well with his new role.

His new role at Elation will center around two key areas: supporting the sales organization and strengthening market communication. He will work closely with sales teams to support both direct and indirect customers and also create demand by engaging lighting designers and industry professionals. At the same time, he will refine and communicate Elation's unique value propositions, strengthening internal perception and ensuring tailored messaging for different audiences and stakeholders.

"My job is to make a complex portfolio easy to consume," said Burger. "Clarity and consistency in communication are essential and will benefit across the board. By building a strong foundation of accessible and absorbable brand messaging, we can ensure that everyone from sales teams to partners is aligned and speaking the same language."

Burger officially joined Elation in mid-April and has begun by analyzing internal structures and market positioning to identify opportunities for impact. He will work closely with Elation's world headquarters office in Los Angeles and aims to bring a distinct European perspective and specialization to the role.

"I look forward to strengthening Elation's brand perception across the European market," Burger added. "One of the main reasons I joined the team is the strong competitiveness of Elation's products. Our goal now is to raise the brand image to the same level."

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 production/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, Canada, and the Netherlands. We invite you to take a closer look at elationlighting.com

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