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Elation expands US sales team with addition of Ross Blitz as Channel Market Manager – East

Elation Professional is pleased to welcome Ross Blitz to the company's growing US sales team in the position of Channel Market Manager – East. Ross, who is based in New York City, started in the new position in late February with a primary focus on the key vertical markets of live entertainment and broadcast & film across the Eastern US.



Ross brings with him invaluable experience as a lighting director, programmer and production manager from years working in concert touring, television and broadcast. He spent the last 10 years as a concert touring lighting director, honing and expanding his lighting skills while developing important relationships in the live performance market. His many credits include working as Lighting and Media Director for Lionel Richie, as well as serving on the lighting team for three Olympic Games (2016 Rio de Janeiro, 2018 South Korea, and 2020 Tokyo).

Working with Elation's growing Channel Market team, and alongside the company's existing independent rep team, Ross will promote Elation to designers, specifiers and key stakeholders to help drive brand and product awareness, increase product adoption and help Elation to continue to grow its overall market share.

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

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