

28.1.2013

## **Kevin Loretto Joins Robe Lighting Inc**

Robe Lighting Inc. announces the appointment of Kevin Loretto as Eastern Business Development Manager.

This is the latest expansion in Robe's US operation which has enjoyed steady growth and extremely strong trading in the last two years.

Kevin has previously worked as Director of Sales for Creative Stage Lighting, managing their regional sales managers and sales support group. In the process he's forged good relationships with a broad client base representing premium brands including Robe as a distributor. He also runs his own business handling executive recruitment for IT companies. Says Robe Lighting Inc.'s CEO Harry von den Stemmen, "We are delighted to have someone of Kevin's calibre on-board. He has a wealth of industry experience, especially in sales and great communication skills. He is also extremely well respected and connected, full of ideas and above all has a real passion for his work and all the right attributes, spirit and energy to fit perfectly into our team".

Kevin, a driving force for Robe sales at his last company, comments, "I'm hugely impressed with the range and quality of Robe products – their reliability and power as creative tools. I am really looking forward to representing the company and working with my friends, associates and colleagues in entertainment lighting across a variety of interesting projects". Kevin will be based in the New York area, important strategically as the home of Broadway and some of the finest theatre shows in the country and a great location in which to keep a finger on the pulse and will also work nationwide for Robe Inc.

Robe Lighting Inc. has recently moved to bigger, better, brighter HQ premises in Florida and all the signs are that 2013 will be a busy and buoyant year for the Czech Republic based moving light manufacturer.

