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## **Robe Announces Jens Poehlker as MD for Robe Asia Pacific**

Jens Poehlker joins the Robe Asia Pacific team based in Singapore as Managing Director, where his industry and commercial experience, personality, communication skills and large network of contacts will pave the way for the Robe's next stage of development in the region.

Robe Lighting s.r.o. CEO and co-founder Josef Valchar said, "We welcome Jens to the Robe Family. He is very well respected and liked in our industry, his passion for the business and can-do approach is a perfect fit with our core values, and we are really excited about the future that lies ahead in the Asia Pacific region".

Jens opened and ran the Singapore office of MA Lighting for the last 9 years. He knows about the demands, expectations and pressures of heading up a pivotal regional sales operation for a global brand and premium European based manufacturer that is also a market leader. His 'people-centred' and customer-focussed style of management was extremely attractive to Robe, while Jens observes that Robe has "an impressive track record" of delivering reliable, innovative and well-priced lighting fixtures.

"It was an easy decision," he confirms, pointing to the market potential for Robe in Asia. "It was also an easy decision for us," comments Robe Sales Director Harry von den Stemmen. "We needed someone with high calibre business credentials, familiar with Asian culture, enterprise and methodology as well as the right positive long-term vision and foresight to co-ordinate our Asia Pacific operation going forward, building on the great success of the last two years".

Jens will work alongside the Robe AP team and they will continue delivering the world-class service and support for which the company is renowned.

Additional staff are being recruited to expand and strengthen the company further.

Robe AP has also enjoyed two excellent years of achievement with some very large BMFL and Pointe sales in particular, with some serious investment by key rental companies underlining their commitment to the brand.

Robe products – in their hundreds – have been used by top lighting designers at high profile events like the SEA Games Opening and Closing ceremonies in 2015 and the Singapore National Day Parades in 2015 and 2016.

"Leveraging this excellent team and these great products – plus what is yet to come on the new release front – I believe Robe is poised for further growth ... and I am extremely proud to

come on-board and be a part of making this happen,” stated Jens.

Jens is a busy man, but any spare time is spent enjoying activities with his young family and engaging in geekery of all sorts ... including sneak-outs to the local IT mall when he can get away with it!

