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## **Marty Postma Joins Robe**

Lighting designer and creative technology expert Marty Postma is coming off the road and joining Robe North America's sales force ... as regional sales manager for the Northeast.

Marty has over 20 years' experience on the front-line of concert touring and live events, working as a lighting designer, director, programmer, operator, and technician ... all of which will be a huge asset to Robe.

Marty's lighting career started in high school, working on school and community theatre projects which led to studying for a BFA in Theatrical Lighting Design at Purchase College, SUNY (the State University of New York) from which he graduated in 1998.

He then started lighting clubs and EDM events - including at Manhattan's legendary East Village Webster Hall where he was resident LD for six years. While the complete creative antitheses of the theatrical refinement he'd learned at Purchase, dance environments and underground raves were perfect for learning about new technology and fixtures quickly - and how to push them - without too many limitations! And, it was huge fun!

Marty's recent design portfolio includes interesting and edgy clients like Alice in Chains, Evanescence, and two ice skating shows aboard Royal Caribbean's newest ship, Symphony of the Seas.

His additional experience as a new product / systems tester and consultant puts him in a completely unique position of being able to communicate with all elements of the stage and entertainment lighting community ... on their level.

This is one of the many attributes that appealed to Robe. The brand has a strong commitment to working closely at 'ground level' with lighting designers, directors, creatives, and programmers about future technologies and product development.

Having someone of Marty's caliber and experience onboard will greatly enhance these relationships. Bob Schacherl, CEO of Robe North America comments, "I'm delighted with Marty Postma's decision to join the Robe North America sales team. With his prestigious design career, he brings a wealth of lighting experience, product knowledge and contacts throughout the North American market. Historically the Northeast territory has consistently been one of the top performing in the US and I'm confident that Marty will be embraced by customers and have an immediate positive impact on Robe's sales.

From Marty's side, he was looking out for a new adventure into which to expand his considerable energies and for a way to spend a bit more time with his family ... and serendipitously, this Robe opportunity presented itself.

"It was perfect timing" he enthused, "working with a wonderful company like Robe which is constantly evolving into something larger and better is hugely exciting and I'm looking forward to a fantastic journey."

Marty will be based from his home in New York City's lively Queens area and will be traveling regularly to meet clients and dealers across the northeast region "There's no substitute for meeting people face-to-face" he comments.

He's been using Robe products increasingly in his lighting work as they have matured, become more popular and established, and he sees great growth potential for the brand in the coming years.

"Robe's range of products is currently unmatched, and I'm certain that this is the start of a long and successful future working with a market leading brand."

As someone who has traveled the world, he's also buzzed to be working in a highly cosmopolitan atmosphere which values diversity coupled with forward thinking and planning.

Immediate plans include Marty reintroducing himself - in this new role - to the vast array of colleagues and industry friends he's amassed and companies and individuals he's worked alongside over the last 20 years. He's also looking forward to meeting his new Robe family members from around the globe.

The latest new Robe products will be launched at the LDI expo in Las Vegas in a few weeks' time, and Marty will be on hand there as a good, solid and practical resource for everyone wanting to learn more about the technology and the brand.

