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Robe Lighting Appoints Craig Burross as Western Region Sales Manager

Czech Republic-based lighting manufacturer Robe Lighting has appointed Craig Burross as Regional Sales Manager of the Western United States, effective November 17, 2014.

Burross, based in Austin, Texas, was most recently with Barco/High End Systems as the National Sales Manager for North America.

Due to customer demand and increased popularity, Robe Lighting is expanding its reach in the U.S. under CEO Bob Schacherl. This is one of several strategic steps the company is making to provide Robe clients better sales support and enhanced customer service.

"About a year ago Bob Schacherl and I were speaking and I said, it would be great to work with you again," said Burross. "Along with Bob, I have also known Harry von den Stemmen for many years as well. I've always had the utmost respect for both Harry and Josef and their collective accomplishments globally with Robe. What really makes this an easy decision for me is my existing friendship with the Robe US sales team. Our goals are clearly aligned for supporting and prospering with Robe clients here in the United States. I'm elated to be a part of further growing this respected brand."

Burross has more than 25 years of prior industry experience on a variety of sales teams including High End Systems, Vari-Lite and Victor Duncan.

Bob Schacherl said, "I have had the pleasure of working with Craig for almost 15 years. He has a great personality, incredible energy and passion for the industry. His historical success throughout his career is widely known. As a result he has built an extensive list of contacts and developed long-lasting relationships with dealers, lighting designers and end users that span the nation. We expect Craig to have an immediate impact on our business and we look forward to an exciting LDI. We're thrilled to have him on board and he is a fantastic addition to the Robe team."

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