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Press Release – 9.29.2022

## **Delta Light Group North America continues to strengthen its team**

Delta Light Group North America (DLGNA) - a house of brands under the leadership of CEO Loren Kessel, continues to add top talent with 65 years of combined experience to their team.

- Brad Garrett – Director of Product Management
- Mike Donovan - Regional Sales Manager, Midwest
- Sam Koerbel – VP of Marketing

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**“These key individuals continue to reinforce how our organization is committed to building a world-class team to be the best at what we do, sell, tell and inject passion into our products.”**

Loren Kessel, CEO Delta Light Group North America

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**Brad Garrett** joins DLGNA after a career of innovating marquee products at Cooper lighting solutions, Zumtobel and Nulite - “I am extremely excited to be surrounded by so many talented and passionate professionals here at Delta Light Group North America. The combination of technology, manufacturing, and design expertise within this group offers limitless potential for innovation and design leadership across the globe,” noted Brad.

**Mike Donovan** brings 30+ years of relationships, understanding what it means to be a leader in the market regarding service and providing a premium customer experience. “I’m excited to join a group that concentrates on design-focused solutions, enabling our customers to create what they want,” noted Mike.

**Sam Koerbel** an entrepreneur, and author of a new era of marketing in the industry, noted, “When a once-in-a-lifetime opportunity shows up and gives you a chance to take all your passion and truly move an industry forward through leadership, customer experience, and a dedication to excellence – you have to take it. The Delta Light Group is something I’m honored to be a part of.”

With a mission to be the #1 architectural lighting brand worldwide, Delta Light Group acquired the Lambent Lighting Group in May 2022.

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**“These hires are the next move of many more to come. We are committed to the North American market and hope this reinforces that. Our new team members involved were selected for their merits, passion, and ability to create success across many avenues.”**

Jan Ameloot, CEO of Delta Light Group

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In addition to the new team members, two individuals within the organization have been promoted to lead teams with their proven strengths.

**Logan Gerhard** has been promoted to Business Unit President of LF Illumination and Delray. His combined experience as a sales manager and industry-leading knowledge as a general manager will elevate manufacturing capabilities and streamline development.

**Tyler Mullane** has been promoted to VP of Sales for Delta Light Group North America. His eight-year tenure with LF illumination has been instrumental in the growth of the business, supporting both sales and marketing efforts. His new position will focus on continuing to create a service-oriented group of manufacturers while expanding the reach of all brands within Delta Light Group North America.

Delta Light Group North America has recently consolidated all sales partners, aligning with agents across the United States and Canada to better serve their customers. With a united strategy, this will offer collaboration across all brands to better serve the North American Market.

## **More Information**

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