

PEOPLE ON THE MOVE



HOROWITZ



UNDERWOOD



WHITEHEAD

Sherwin Horowitz has joined **Contract Lighting** and **Home Lighting & Accessories** magazines as national accounts manager. He is an advertising veteran with 20+ years of experience teaming with companies to help them increase their brand awareness and sales volume. For the past 12 years he was with Vance Publishing, where he achieved the coveted ranking of Salesperson of the Year.

"I worked as an entrepreneur in magazine publishing when I first began my career. I understand the pressures that managers and owners are under when they are trying to increase sales and profits. I hope to bring new ideas to the lighting industry to help manufacturers grow their business," Horowitz states. "I have worked for some of the top magazines in various industries from computer publishing (Ziff-Davis) to healthcare to home décor and I have seen a lot of ups and downs in every industry. I feel we are facing a challenging environment right now, but those companies that can ride it out will position themselves for a positive future." Horowitz and his wife, Pam, and two children, Nicole and Justin, live in Buffalo Grove, Illinois.

Todd Langner has been named senior vp/marketing & business development at **SESCO Lighting, Inc.**, a sales rep organization headquartered in Winter Park, Fla., with regional offices throughout the Sunshine State, in addition to Georgia, Tennessee, and Puerto Rico.

The 165-employee firm specializes in commercial lighting, hospitality/contract applications, and lighting controls, plus has separate photometry and global lighting divisions. Langner – a 30-year veteran of the industry and recent president of Hunter Lighting Group – has been tapped to spearhead the growth and creation of diversified businesses including acquisitions, startups, and product development. He will also be taking over strategic planning tasks from the chairman of the company, Mike Segal.

Over the years, Langner has held

key executive positions with prominent manufacturers. For several years, he was vp/marketing & development at Kichler. Prior to that, he was the long-time president of Troy Lighting and earlier served as vp/sales, marketing, and product development at Forecast Lighting.

Eric Hardesty has been appointed sales engineer for **Schröder Lighting USA**, a manufacturer of upscale, architectural outdoor lighting fixtures. He will be responsible for coordinating engineering products for special and custom applications and performance. In addition, Hardesty will be responsible for technical sales presentations, photometric calculations, and maintaining a photometric database for the range of Schröder Lighting products. Most recently, he was the national accounts sales engineer plus application engineer for Ruud Lighting. Prior to that, Hardesty served as a sales associate and assistant showroom manager for Portland-based Globe Lighting and held a similar post at Home Lighting, based in Colorado Springs, Colorado.

North Salt Lake, Utah-based **Cira-light**, a maker of daylighting products, has retained Ron Fox of **The Fox Group, Inc.**, of Salt Lake City for government relations. The agency will meet with elected officials and policy makers with the mission of persuading energy companies to provide assistance to businesses wanting to put the SunTracker device into their buildings to reduce their energy use.

Kirby Underwood is now the sales manager handling the Southeast territory for Garden City, N.Y.-based **W.A.C. Lighting**. He will work closely with lighting designers and specifiers as well as showrooms and electrical distributors. Underwood was previously vice president of PadgeWood Electric and an account manager for Hagemeyer North America.

Streetsboro, Ohio-based **Venture Lighting International** has promoted **Amy Whitehead** to sales manager for its industrial and commercial sector.

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OBERHANSLEY



SWITZER

For the past four years, she has served as a regional sales manager. Prior to that position, she worked as a manufacturer's consultant for process improvements and as an advisor for technology-intensive start-up companies.

Whitehead will manage Venture's regional sales force and have responsibility for sales growth in OEM and agent market channels as well as the execution of new sales programs and initiatives. She will be instrumental in implementing the Venture Solutions Initiative, a program designed to position the brand as an expert in metal halide solutions for EISA, energy-efficiency compliance, plus environmental and other energy-related initiatives. She earned her master's of science degree in civil engineering from Cleveland State University.

In addition, the company has selected **Mark Hackett** as national account sales coordinator, a position in which he will serve as product manager for customer sales and marketing activities plus coordinate technical and field support. **Kristen Mallardi** and **Chris Jaklich** have also joined Venture as regional sales managers. Mallardi has held various account manager positions in the electrical component and capital equipment industries. Jaklich has been a sales trainer and a board member for the Home Builders Association of Greater Cleveland, where he was responsible for implementing industry codes and standards.

Torrance, Calif.-based **LEDtronics** has named **Greg Krymer** as product sales manager for the Architectural Lighting sector. Most recently he served as the company's Southern California district sales manager. Krymer will spearhead the outreach drive to a wider commercial market, to expand national and international sales activity, and accommodate customers with LED lighting product solutions.

B-K Lighting and **TEKA Illumination**, headquartered in Madera, Calif., have tapped **F. Bertram (Bert) Oberhansley, LC**, for the position of central regional sales manager. Ober-

hansley brings more than 20 years of professional and technical experience including prior posts such as technical product manager at Hydrel, architectural outdoor product manager at LSI Greenlee, and director/technical services at LITE360. In his new position, he will work directly with sales rep offices west of the Mississippi and east of the Rockies. Oberhansley will operate out of a regional office in Texas.

Little Neck, N.Y.-based **Leviton** has appointed **Jerry Switzer** as senior product manager/distributed energy management systems for its lighting management systems business. Switzer brings 20 years of experience in marketing, product management, and business development.

In his new role, Switzer will lead the development of eco-friendly distributed lighting energy management systems that combine versatile solutions for dimming, occupancy detection, and daylighting control. Prior to joining Leviton, Switzer worked at Hewlett-Packard for 17 years. Earlier, he spent three years at GE Security in product and marketing management. He holds a bachelor's degree in business from Oregon State University plus an MBA in international management and is currently pursuing a doctorate in marketing.

In addition, Leviton has selected **Willy Frogner** to lead the manufacturer's expansion into Europe. As business development manager for European sales, Frogner will spearhead sales of residential home networking and commercial voice/data products throughout Europe from his headquarters in Oslo, Sweden. He has more than 25 years of experience in developing, marketing, and selling electrical products. Most recently, he worked for CETgroup as a sales manager for its Norwegian operations. He also held positions as a marketing manager for Schneider Electric and as a product manager for Norwesco.