*ELEKTRA: Reinforcement for the US team*

**New sales and distribution professional**

**Alvin Smith joined the team at ELEKTRA's US subsidiary in Wilmington, North Carolina, as Senior National Sales Manager at the beginning of the year. The company develops high-quality and sustainable lighting solutions.**

Since January 6, Alvin Smith joined ELEKTRA's US subsidiary in Wilmington, North Carolina, as a sales and distribution expert. As Senior National Sales Manager, he supports furniture manufacturers and shopfitters in the region who have a high demand for intelligent and reliable lighting systems.

Alvin Smith brings a wealth of knowledge and leadership experience from his roles at Wurth Wood Group and various Home Depot companies. “We are very excited to have Alvin join our team,” said Ashleigh Lawson, ELEKTRA USA Vice President of Sales. “He has strategic vision and is a consummate professional when it comes to managing complex distribution networks and sales processes.”

**Service for editorial offices**

**Meta Title:** Sales reinforcement for ELEKTRA, USA: Alvin Smith

**Meta Description:** Lighting expert ELEKTRA is strengthening its branch in Wilmington, USA, with Alvin Smith. The sales expert brings a wealth of expertise and experience in sales.

**Social media posting:** Competent support for furniture manufacturers and shopfitters in the US market: ELEKTRA, manufacturer of intelligent and sustainable lighting solutions, is strengthening its team in the new branch in Wilmington, North Carolina, with an experienced sales expert. Alvin Smith brings with him a wealth of expertise from previous positions.

**Caption:**



**Photo:** Alvin Smith joined ELEKTRA's sales team in the USA on January 6.

**Picture credits:** private

**The high-resolution image material is available** [**here**](https://newcloud.a1kommunikation.de/index.php/s/LuST9gKhXi1uQ8N) **to download.**

**About the company**

ELEKTRA GmbH, a member of EHLEBRACHT Group, is a leading German manufacturer of technically innovative, highly functional lighting systems and a system supplier for plastics and electrical engineering in the furniture, kitchen, store outfitting and industry. Alongside the highest product quality, the company also strives for an environmentally friendly approach. ELEKTRA not only focuses on intelligent solutions, but also on increasingly sustainable manufacturing processes. With 1,200 employees worldwide in Germany, USA and China, ELEKTRA supplies its worldwide customers with ready-to-connect lights and lighting systems as well as products for OEM partners. For more information, see: [www.elektra.de/en](http://www.elektra.de/en/)

**ELEKTRA Gesellschaft für elektrotechnische Geräte mbH**

a company of EHLEBRACHT Holding AG

Werkstrasse 7

32130 Enger
[www.elektra.de/en](http://www.elektra.de/en/)

****

**Press contact at ELEKTRA GmbH**

Nadine Stückmann, Head of Marketing

Tel.: +49 5223 185-362

n.stueckmann@elektra.de

Birgitt Vogt

Tel. +49 (0) 5223 185 363

b.vogt@elektra.de