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LumenOptix Announces New Vice President, Customer Success

Advocating for our agents, distributors, and end users to assure sales success

Montgomeryville, PA – September 6, 2017 – LumenOptix®, a manufacturer of industry leading commercial and industrial LED lighting products, is proud to announce the promotion of Gabrielle Santulli to Vice President, Customer Success.

“Gabrielle is a familiar voice to all of our sales agent representatives through strategic marketing and communication programs such as the e-blasts and webinars she has produced,” said Bob Burdalski, CEO, LumenOptix. “Her prior achievements as VP, Marketing, along with her success as Interim VP, Sales, made her the obvious choice to drive revenue for LumenOptix. Modern sales management, marketing, product merchandising, and customer service have become interrelated and inseparable in modern business. Advocating for our agents, distributors, and end users and providing them with everything they need to assure sales success is of the highest importance to us. Our goal at LumenOptix is to integrate all of these functions under one leader to provide the best support possible. If our agents succeed, we succeed.”

The Vice President, Customer Success role will be responsible for developing and executing strategy and tactics to incentivize and support the LumenOptix sales rep network by supplying the tools they need to specify and close the sale of LumenOptix products in the United States and Canada. In this new role, Gabrielle will lead sales, marketing, merchandising, and technical support efforts to drive revenue across LumenOptix’ sales rep network. Gabrielle will also help establish the optimal product assortment priced to meet market demand as well as coordinate new product launches, merchandising and promotional programs.

Gabrielle brings more than 25 years’ experience managing brands and developing marketing strategy at both startups and Fortune 500 companies. She has more than 10 years’ experience in the lighting industry where her strategic branding, marketing and public relations efforts have resulted in prestigious industry awards and honors including one of the "Best Inventions" from Time magazine, selection as the exclusive lighting supplier for Season Two of the national television show, Office Spaces, and being named a finalist in LED Magazine Sapphire Awards 2017.

About LumenOptix Inc

LumenOptix® is a lighting technology pioneer and manufacturer of industry leading specification grade retrofit, replacement and new construction products for the commercial and industrial markets. LumenOptix delivers technological innovation to the marketplace by combining best-in-class product performance with striking industrial design. Product offerings include value and architectural options within each product family to realize significant gains in energy efficiency while also upgrading the aesthetics and enhancing the visual comfort of any building. LumenOptix is headquartered in Montgomeryville, PA, just north of Philadelphia. To learn more, visit www.LumenOptix.com.