*ELEKTRA strengthens its US presence*

**Finding new ways**

**Ashleigh Lawson is now responsible for the sales of high-quality and sustainable lighting solutions at ELEKTRA’s US subsidiary. Her team in Wilmington, North Carolina, has been working together since the beginning of the year.**

On August 1st, Ashleigh Lawson took over the sales management of ELEKTRA’s US subsidiary in Wilmington, North Carolina. In her new role, the sales expert, supported by her experienced colleagues, is responsible for furniture manufacturers and shopfitters in the region who have a high demand for intelligent and reliable lighting systems.

Ashleigh Lawson brings to ELEKTRA a wealth of experience from her previous roles at companies such as Würth, Makita, and Fastenal, where she successfully enhanced her expertise in sales management, business development and strategic planning. In her new position, she aims to align ELEKTRA’s sales efforts even more closely with customer needs. Her focus is on the consistent implementation of the company’s strategy. Lawson states emphatically: “I’m really looking forward to finding new ways for ELEKTRA to make its innovations and products even more well-known in the USA.”

Boris Niessing, Managing Director of ELEKTRA GmbH in Germany, adds: “We’re delighted to have Ashleigh Lawson join our team. She is an extremely competent colleague. I’m fully confident that she’ll manage the market optimally and leverage its potential.”

*1,448 characters including spaces*

**Service for editors**

**Meta title:** New Vice President of Sales for ELEKTRA USA: Ashleigh Lawson

**Meta description:** Specialist lighting company ELEKTRA strengthens its branch in Wilmington, North Carolina with Ashleigh Lawson. The Sales Manager aims to drive innovations and growth.

**Social media post:** Intelligent and sustainable lighting solutions for furniture manufacturers and shopfitters in the US market: ELEKTRA strengthens its team with an experienced sales expert at the new branch in Wilmington, North Carolina. Ashleigh Lawson aims to align ELEKTRA’s sales even more closely with customer needs and to drive innovations and growth in lighting systems.

**caption:**



**Photo:** Ashleigh Lawson, the new Vice President of Sales, has strengthened the ELEKTRA US team since August 1st.

**Picture credits:** private

**The high-resolution image material is available [here](https://newcloud.a1kommunikation.de/index.php/s/rvS4QAAqDWNryCC) 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, China and USA, 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/)

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