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## **John Dickson Joins Robe North America Sales Team**

Robe North America expands its sales team with the appointment of John Dickson as Central US Sales Manager, starting October 1, 2022.

Based in Austin, Texas, John will bring over 25 years of passion, dedication and industry experience as a lighting designer, programmer, and technician to Robe, where he will be actively engaged in exploring new opportunities while developing and servicing current business in this vast and diverse geographical area.

When asked why he wanted to be a part of the Robe North America sales team led by Craig Burros, John replied, "Because it is absolutely the best moving light brand out there!"

"We are delighted that John is joining Robe North America," stated Craig. "His level of enthusiasm, values and prior production experience is a great fit for our Central Regional Sales Manager position, and I am certain he will be incredibly effective for both our clients and the Robe Family."

John and Craig actually go back to the 1990s, the heady and embryonic early days of the moving light industry when they both cut their teeth working at High End Systems in Austin, Texas.

John worked in quality control and on the manufacturing side, before leaving in 1996 to develop his creative and imaginative skills as a lighting designer and programmer with LD Systems in Houston. After 21 happy years there, he joined CT (Creative Technology) America, also as a project manager, which expanded his visual horizons to include a lot more video.

With the convergence of lighting and video becoming ever more pervasive in shows and events, now is a perfect time to amalgamate all those skills and his many contacts into the new role for Robe.

Apart from his zest for technology and an industry he loves, and respect for the Robe brand and its various achievements and innovations, John brings a host of other skills to the table. These include a well-rounded knowledge and understanding of the daily creative and technical challenges facing anyone in show production.

He can talk to designers, programmers and technicians in their own language and understands the multiple interconnected layers involved in running and maintaining a commercially successful operation.

His high personal caliber, lively personality and great communications skills will be a perfect complement to the current, well-established Robe North America sales team.

"With so much lighting industry expertise, we are very excited to have John joining our North America sales team," noted Lorienn Cochenour, CEO, Robe Lighting, Inc. "He is already familiar with many of our clients and partners throughout the Central US region and will be a valuable asset as we continue developing industry-leading lighting solutions."

**To contact John after October 1st, his Email will be: [john.dickson@robelighting.com](mailto:john.dickson@robelighting.com)**

