



Heather McCune promoted to Vice President, Sales Operations at Barron Lighting Group

Glendale, AZ – December 27, 2017 - On behalf of Alan Tracy and the Barron Management team, I am pleased to announce the promotion of long-time team member Heather McCune to the position of Vice President, Sales Operations. Heather has been a dedicated employee at Barron Lighting Group for nine years.

Prior to her most recent role as Sales Manager, Heather was an Account Manager. In both roles, she consistently surpassed sales goals and helped Barron to earn its' reputation for integrity, innovation and quality.

Her strong sales ability and dedication to customer service made this promotion an easy decision for the management team.

In assuming her new duties as Vice President, Sales Operations, Heather will direct the organization's support investments in sales force effectiveness and manage functions essential to sales force productivity. These include planning, reporting, quota setting and management, sales process optimization, sales training, sales program implementation, sales compensation design and administration as well as recruiting and selecting sales force talent. The VPSO is responsible for the overall productivity and effectiveness of the sales organization. Reporting to the President, the VPSO fosters close working relationships with internal and external stakeholders to ensure the sales organization's efficient operation and success.

About Barron Lighting Group

Barron Lighting Group, based out of Glendale, Arizona, manufactures and markets a comprehensive line of lighting solutions in LED and HID fixtures for commercial and industrial applications and is the parent company to four brands: **Exitronix** emergency lighting, **Trace-Lite** commercial and industrial lighting, **specialtyLED** commercial and decorative lighting, and **Growlite®** indoor and greenhouse horticultural lighting.

For more information, visit <http://www.BarronLTG.com>.

Media Contact

Steven Ellsworth
Director of Marketing
Barron Lighting Group
(623) 209-1530
steven.ellsworth@barronltg.com

