



Barron Lighting Group Appoints New Northeast Regional Vice President



Glendale, AZ – March 31, 2017 - Barron Lighting Group, the originator of the LED exit sign and brands such as Exitronix, Trace*Lite, specialtyLED and Growlite, is excited to announce the addition of Karl Zartarian as Northeast Regional Vice President. Karl will be responsible for leading sales and trainings of the independent lighting agencies servicing electrical distributors across the Northeast region.

“We are thrilled for Karl to join our team with his extensive background in product marketing, regional sales and distributor partnerships,” says Alan Tracy, owner and president of Barron Lighting Group.

Karl holds a Master of Business Administration from Radford University and a Bachelor of Science in Commerce & Engineering from Drexel University. Karl brings over 25 years of experience in sales and marketing. Karl spent the first part of his career with Crouse-Hinds based in Singapore with international sales responsibilities. Karl also spent 10-years with Hubbell Lighting in Product Marketing and Regional Sales leadership roles. He then joined Generation Brands/Sea Gull Lighting as Director for Ambiance Lighting Systems with sales and product marketing/development responsibilities. Most recently, Karl was a Channel and Key Accounts Director at Eaton/Cooper. He focused on distributor partnerships for regional and national distributors which encompassed all of Eaton's businesses, including Eaton (Cooper) Lighting.

About Barron:

Barron Lighting Group manufactures comprehensive lighting solutions in LED and HID fixtures for commercial and industrial applications. Barron designed, engineered and manufactured the first LED exit sign, and in 1984 the company launched the Exitronix brand. The Trace*Lite division followed soon after and enabled Barron to expand its offerings. With the introduction of specialtyLED division came custom and decorative LED lighting for both indoor and outdoor amazement.

Most recently, the acquisition of Growlite added state-of-the-art lamps, ballasts and fixtures engineered specifically for the indoor horticulture market. Barron’s headquarters is located in Arizona and it has nine distribution warehouses across the U.S. to efficiently supply the lighting demands across the country. For more information and a comprehensive list of products, visit <http://www.BarronLTG.com> or follow them on [Facebook](#), [LinkedIn](#) or [Twitter](#).

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