



Barron Lighting Group Announces Three New Appointments

Glendale, AZ – March 11, 2016 – Barron Lighting Group, the originator of the LED exit sign and brands such as Exitronix, Trace*Lite, specialtyLED and Indoor Grow Science, is excited to announce the recent appointments of three key roles within the organization. Rich Bernhardt is the new National Sales manager; Michael Martinez is the new Midwest Regional vice president; and Claudia Campeau is the new Trace*Lite Brand manager.

"It is meaningful to have promoted these individuals from within our company which is full of talent. We appreciate when our employees really dig deep to make a difference and grow within our organization," says Alan Tracy, owner and president of Barron Lighting Group.

Rich Bernhardt has been Barron's Regional vice president of the Northeast territory for almost two years and has been promoted to the new National Sales manager position. The National Sales manager was sought to architect the firm's national growth strategies with new and existing customers, which was a perfect fit for Mr. Bernhardt.

His prior history includes over 30 years of lighting industry experience from companies such as GE, Philips, Rexel and managing a rep agency. Rich will still reside in Albany, New York with his wife and six children and will be traveling to and from headquarters in Glendale, Arizona twice a month.

Claudia Campeau has been with Barron for almost two years and went from the Exitronix Product specialist to the Trace*Lite Product manager in the last year and will now become the Trace*Lite Brand manager. Campeau started in the lighting industry 10 years ago in the specification grade outdoor lighting sector while working at Philips Lumec, followed by Lumenpulse for two years.

The Trace*Lite Brand manager is responsible for managing the Trace*Lite brand, from the product planning, brand positioning and go-to market strategies. Claudia is originally from Montreal, Quebec and now resides in Glendale, AZ with her husband and dog Rocky.

Michael Martinez has been with Barron for almost eight years and held positions in the warehouse, technical support and as an account manager. Martinez has built up a solid foundation of product and industry knowledge and has a history of tremendous customer account growth.

As the new Midwest Regional vice president, Michael will operate out of Glendale, AZ where he resides with his future wife and daughter who will be graduating high school this year. He will be spending most of his time in the territory to include North and South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Indiana, Michigan, Ohio, Kentucky and parts of Pennsylvania.

About Barron:

Barron Lighting Group manufactures comprehensive lighting solutions in LED, induction, florescent and HID fixtures to handle the most necessary and challenging 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 Indoor Grow Science division added high-performance lighting for the horticultural industry. 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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