



Two Industry Veterans Join Barron Lighting Group



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Glendale, AZ – April 21, 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 two lighting industry veterans to key roles within the organization. Joy Moyer, Vice President of Brand Development and Michael Goldberg is the new Northeast Regional Vice President.

“I have never been more proud of our growing team of extremely talented individuals. Our dedicated employees, representatives and partners are the driving force behind our growth and we could not be more excited for what the future holds,” says Alan Tracy, owner and president of Barron Lighting Group.

Joy Moyer, Vice President of Brand Development, is responsible for all four brands, product management and engineering. This new position is designed to deliver growth through strategic new product development, partnerships and brand initiatives.

Joy Moyer brings over 20 years of brand management experience in the electrical industry, 13 of which she spent with Hubbell Lighting and Juno Lighting. Moyer has built a strong technical foundation with a Bachelor’s degree in Mechanical Engineering and through a proven track record in roles managing products, engineering and operations. Moyer also holds a Masters degree in Business and has held roles managing brands and marketing with Hubbell Lighting, Juno Lighting, GE, Thomas & Betts and France Transformers.

Joy Moyer will lead her highly capable team to consistently deliver customer valued products and services to the markets we serve. Joy will be relocating from South Carolina to Glendale, AZ with her Malteses Spooky and Cassidy.

Michael Goldberg, northeast Vice President, has over 19 years in the lighting industry and was most recently the national sales manager at Sunshine Lighting. Prior to Sunshine Lighting, Goldberg had worked at Civilight Lighting, LumenOptix, Juno Lighting and Progress Lighting. Goldberg’s extensive lighting experience and knowledge of the industry from his prior industry sales roles is a tremendous asset to Barron Lighting. Goldberg will be responsible for leading the sales and training of the independent agencies servicing electrical distributors in the Northeast region.



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Michael Goldberg has a Bachelor of Science degree in Business Economics from the State University College at Oneonta. He has three children and will be based in New York.

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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