



## Barron Lighting Group Appoints New Director of Marketing

Glendale, AZ – August 11, 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 Steven Ellsworth as Director of Marketing. Steven will be responsible for leading marketing and creative initiatives for the company as well as all four of its specialty brands.



"We are incredibly excited for Steven to join the Barron Lighting Group family and lead our marketing department with his extensive background in marketing, advertising and creative art direction," says Alan Tracy, owner and president of Barron Lighting Group.

Steven holds a Bachelor of Fine Arts in Visual Communications from Auburn University and has over 20 years of experience developing and implementing successful marketing and advertising solutions. Most recently Steven was PreSales Creative Director at Bazaarvoice where his focus was on supporting global marketing and sales initiatives with custom creative materials. Prior to Bazaarvoice, Steven worked for 12 years at Hubbell as Marketing Communications Manager with the controls divisions.

### 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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