



FOREST LIGHTING

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NEWS

For Immediate Release

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Forest Lighting Appoints Steven Dore Chief Sales Officer

Other Promotions Include Coplen and Russell to Sales VPs

Atlanta, GA. November 13, 2017. Forest Lighting has announced the appointment of Steven Dore to the position of Chief Sales Officer, effective immediately. He previously managed the Northeast sales territory for Forest Lighting. Prior to joining Forest Lighting, Mr. Dore held a variety of increasingly responsible sales and management positions over a long career with Wesco Distribution.

“Our rapid growth over the last three years brought Forest Lighting to the point where we needed additional senior management help to assure our business can handle accelerating customer demand,” said Jian Ni, Chief Operating Officer of Forest Lighting who made the announcement. “Our product portfolio continues to grow, we are adding sales agency representation, and distributors look to us for “Affordable Performance” when it comes to LED lighting. Steve’s deep experience and knowledge made him an ideal choice for this new leadership position.”

As CSO, Mr. Dore’s direct reports will include Forest Lighting’s entire North American outside and inside sales teams. He will report to Mr. Ni.

In a related move, Mr. Ni also announced the promotion of Margaret Coplen and Matt Russell to sales vice presidents.