

## **Artemide North America Announces Strategic Reorganization Amid Exponential Growth**

As Artemide continues to experience exponential growth across North America, Vice President of Sales, Claude Blache, recognized the need to redefine their approach, embracing the sales model to its fullest potential. Artemide is enhancing its presence in all segments of the lighting market to sustain its brand awareness, leading position and current sales growth. The company's focus is to strengthen its presence in the Architectural and Design sectors, fostering current relationships and developing new ones.

In light of such growth, Artemide North America is pleased to announce the strategic reorganization of its sales team. Along with the recent remodeling of their showrooms, the opening of the new Lighting Consultancy & Training Center and the overall market growth, the sales team's reorganization is geared to bring the company to new levels.

As of January 2018, under the leadership of Joselyn Casanova as the new Showroom Director, Artemide's North American Showroom business segment consists of 9 managers and sales associates. Artemide's vast dealer network across North America, including E-commerce, also benefits from the addition of two new managers. This being a vital segment to the market, dealers will be provided with an enhanced service level as well as additional promotional programs and product knowledge training.

Following the sales growth momentum, the development of the contract and professional segments are also essential. To refine the already excellent service level, additions and changes have been made to the Regional Sales Management team. Leading the North American contract division, this team will now feature 9 managers, supported by the corporate Lighting Design team. With extensive industry experience, the Artemide Sales managers carry an outstanding comprehension of the lighting business at the manufacturing, distribution, specification and agency levels, along with a proven track record of success.

The Artemide team has an impressive passion for lighting. With a proactive attitude and outstanding commitment, the company provides an unmatched level of professionalism and service. Supported by the Artemide North American Marketing team, the new Artemide sales force is an exceptional asset to the industry, encompassing a complete and powerful approach to the market in 2018.

### **About Artemide:**

Artemide ranks as the world's most prestigious contemporary lighting manufacturers for contract and residential lighting. Founded in 1959 in Milan by E. Gismondi, Artemide is known for its philosophy of "The Human Light", placing men and the pursuit of their well-being at its core. Artemide has always been a synonym for Design, Architecture, Innovation and "Made in Italy". The Research and Development Team aims at incorporating the latest in LED technologies and lighting engineering, offering interior and exterior solutions whether for commercial, residential or hospitality projects.

### **Sales Contact:**

<http://www.artemide.net/contract-sales>

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