

# Elemental LED Expands Executive Leadership Team

*Leading Lighting Manufacturer Names  
Three New Vice Presidents*

RENO, NEVADA, UNITED STATES,  
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[Elemental LED Inc.](#), a U.S. based engineering and technology manufacturer of LED lighting solutions, announces executive level additions to the company.



- Andrew Yanev is named Senior Vice President of Sales and Marketing, overseeing east-coast sales teams and corporate marketing initiatives.



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*Randy Holleschau - President  
& CEO, Elemental LED*

- Paul Irwin promoted to Senior Vice President of Sales and Customer Experience, managing west-coast sales teams as well as the customer support teams.

- Ehsan Ahmad joins the company as Vice President of Strategic Alliances, building OEM and licensing partnerships. New to the Company, he brings a formidable background with lighting technology in the industry as well as Fortune 500 brands.

"Coming into 2021, this energetic and accomplished team

of leaders stands to make a stellar impact with our partners, customers, and employees", said CEO Randy Holleschau, highlighting the executive appointments. "I have nothing but confidence in the team we've assembled here and, on behalf of the Company, feel a tangible excitement for the success that lies ahead."

About Elemental LED:

Elemental LED is a technology company that engineers, patents, and manufactures consumer and professional-grade LED lighting solutions. Based in Reno, Nevada, the award-winning company supports lighting innovation around the globe and is supported by in-house teams for engineering, distribution, customer service, and technical support.

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