MAC Group Appoints Mat Marrash as Regional Business Manager for the Midwest Region

WHITE PLAINS, NY, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- MAC Group, a leading distributor of imaging and content creation equipment, today announced the appointment of Mat Marrash as Regional Business Manager for the Midwest region. In this role, Marrash will drive sales growth and strengthen dealer partnerships, including rental studios and educational establishments across MAC Group's portfolio of professional photography, video, audio, and content creation brands throughout the Midwest region. Marrash brings over sixteen years of experience in the imaging industry, applying his many talents as an educator, photographer and filmmaker. For eight of those years, he applied his love of imaging making in retail.


Mat Marrash, Midwest Regional Business Manager

"Mat is a skilled communicator and has a passion for Photography and Filmmaking, which is a perfect fit for MAC Group," said Bob Higgins, Senior Vice President of Sales. "His experience, in both in retail and real-life production, creates a valuable understanding of our evolving industry, benefiting his dealer partners and their customers."

Marrash holds a Bachelor of Science degree from The University of Findlay and is a regular contributor to the Film Photography Podcast.

He can be reached at matm@macgroupus.com.

"In my past two decades of photography experience: from college, to camera retail, to freelance work, MAC Group has been there every step of the way. I'm looking forward to working in the industry from a fresh perspective alongside a name I've come to trust."
- Mat Marrash

MAC Group

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>
> *Bob Higgins, Senior Vice President of Sales*

For over 38 years, MAC Group has been a leading marketing, sales, and distribution company serving the photographic, video, audio, and content creation industries. The company represents market-leading brands including Benro, Godox, Calibrite, Tenba, Shimoda and numerous others, providing professionals, enthusiasts, educators and students with innovative tools to bring their creative visions to life. For more information, visit: MACGroupUS.com

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