Elemental Brands Appoints Maura McGuinness Director, Specification Sales

Accomplished lighting design and sales leader joins Lucetta and Gammalux from Elemental Brands.



RENO, NV, UNITED STATES, September 22, 2026 /EINPresswire.com/ -- Elemental Brands today announced the appointment of Maura McGuinness as Director, Specification Sales for Lucetta and Gammalux, bringing an accomplished lighting professional with experience spanning theatrical and architectural lighting design, manufacturer representation, and specification-focused sales leadership to the growing brands.

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> *Paul Irwin, CRO, Elemental Brands*

McGuinness brings more than two decades of experience across architectural lighting design, specification sales, manufacturer representation, and sales leadership. Her career has included work with architects, lighting designers, engineers, interior designers, contractors, and project teams across all architectural and commercial environments, giving her a strong understanding of both the creative and commercial sides of the lighting industry.

"Maura brings a perspective that is extremely valuable to where we are taking Lucetta and Gammalux," said Paul Irwin, CRO, Elemental Brands. "She understands lighting specification from every side of the table. She has designed lighting projects, represented architectural lighting manufacturers in the market, and led regional sales for other linear lighting brands. Her experience and personality align perfectly with our culture of connecting with customers and supporting them in bringing career-defining projects to life."

As Director, Specification Sales, McGuinness will focus on expanding Lucetta and Gammalux's relationships within the architectural and design communities, strengthening its specification sales network, and helping connect the company's product, technical, and project-support capabilities more directly with the needs of designers and specifiers.

“I’m really excited to join a company that I have watched as a customer and a competitor,” said McGuinness. “Elemental Brands has a mission and a genuine desire to build something especially relevant for designers. The people behind this mission prove that they are a partner working to understand designers, a manufacturer innovating to make systems easier to navigate and specify, and a team of hard-working humans providing the expertise needed to support ambitious projects. I’m eager to be a member of this impressive group and a contributing part of this next chapter for Elemental Brands.”

About Lucetta®
Lucetta is the specification-focused architectural linear lighting brand within Elemental Brands. Designed, engineered, and manufactured in Reno, Nevada, Lucetta delivers linear lighting solutions that combine refined visual performance with system clarity, technical expertise, and responsive project support. Lucetta serves architects, lighting designers, interior designers, engineers, and specifiers from concept through project execution.

About Gammalux®
Gammalux® develops architectural linear lighting systems for commercial, institutional, hospitality, healthcare, and luxury environments. Built upon a 40-year history of custom fixture creation, the brand combines architectural design, optical performance, engineering, and manufacturing expertise to support sophisticated project requirements. Gammalux is part of Elemental Brands.

About Elemental Brands
Elemental Brands™ is a portfolio of specialized lighting brands serving distribution, specification, custom integration, scenic, MRO, retail, and OEM markets. Through Diode LED®, Lucetta®, Lucetta® CI, Gammalux®, and Elemental LED®, Elemental Brands delivers lighting solutions tailored to the needs of professionals across a wide range of channels and applications. Headquartered in Reno, Nevada, Elemental Brands supports its divisions and brands through advanced engineering, intellectual property, U.S.-based manufacturing, operational excellence, and world-class customer service.

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