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## **Robe Group Appoints Michel Arntz as Global Sales Director**

Michel Arntz has been appointed as Global Sales Director for the Robe Group, a role involving oversight of all sales related activities for the Czech-based moving light and LED manufacturer and its associated businesses and brands, including Avolites, Anolis, LSC Systems and Artistic Licence.

Michel has been working for Robe for the last 2 years as a key account manager for Europe, dealing with high-profile distributors and subsidiaries and integrating with Robe's business MO and lively, people-focused management style.

"It is an extremely exciting time for Robe," says Michel, referring to a string of acquisitions over the last 18 months which position Robe to offer clients entire lighting and visual control solutions, from the luminaires, consoles and media servers to power distribution and complete systems integration.

"I look forward to managing the growth of the Robe Group and shaping the development based on the excellent synergy between all the brands, exploring the many and diverse potential crossover opportunities that this brings," enthused Michel.

He noted that the Robe Group covers multiple entertainment and architectural lighting and visual applications, plus a number of other evolving areas across the professional lighting spectrum.

Michel will be travelling internationally, connecting with companies, distributors, clients and end users, building new relationships and strengthening existing ones.

In addition to a fund of lighting industry sales experience, he is known as a great communicator, a pragmatist and a diplomat.

"I am looking forward to working with and being a part of Robe's outstanding team worldwide" stated Michel, "As a fully independent and family-run company, Robe can make smart decisions very quickly and be innovative and proactive - all huge benefits to optimising our business."

Ingo Dombrowski, who stepped into the sales director role two years ago, will still be collaborating with Robe, concentrating on the thriving maritime sector, together with Tony Perez.

Michel's transition has already been implemented seamlessly over the last 12 months.

Robe s.r.o.'s CEO Josef Valchar commented, "Michel has great integrity and the ideal qualifications and attributes to oversee our distribution network and energise new Robe and Robe Group-wide business. We appreciate his enormous passion for the industry, many ideas and deep understanding of our core philosophies and values, so it's a perfect fit!"

Photo Credit: Louise Stickland



