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## **Bram de Clerck Joins Robe**

**Bram de Clerck joins Robe lighting s.r.o. as Business Development Manager for Touring, TV & Live Events.**

Bram is already well known to many in the world of entertainment technology lighting. Based in Belgium, his character, excellent communication skills, quick wit and extensive network of contacts have helped establish him as an industry 'personality'.

This coupled with an intense passion and commitment to the Robe brand in recent years will make him "A great asset to our international team" says Robe CEO Josef Valchar, adding, "We are very pleased to have Bram on-board, his energy and enthusiasm is infectious and his experience is very valuable. We and the whole Robe distribution network welcome him and look forward to many positive results working together".

The scope of Bram's work at Robe will include developing the expanding and dynamic Robe community, liaising with clients, designers and end-users around the world and assisting in finding innovative solutions for all types and sizes of project.

Bram will still be dealing with key customers and lighting and visual designers and specifiers based in Benelux as he has been in recent years through his work with Controllux which in turn evolved into his existing close alliance with Robe as a product specialist.

To say Bram lives and breathes the industry is almost an understatement!

He was virtually born – kicking and screaming – onstage, his mother was a professional dancer and his father a lighting technician! His first gigs - Eric Clapton and Joe Cocker when aged about 5 - inspired him to want to be involved in lighting production and music!

Bram worked as a DJ throughout high school and cut his teeth as a lighting technician working at leading Belgian rental company Phlipppo Showlights for 8 years, where he started off coiling cables in the warehouse, working his way up to being an integral part of the sales force. He then worked for film, TV and broadcast lighting company Luxillag before joining premium sales specialist, Controllux.

Robe's Sales Director Harry von den Stemmen says, "Bram is a great compliment to the team. His close ties to the heart of the EDM community in Benelux will continue which is a driving force for many large scale shows and spectacles worldwide. He's also known, respected and extremely well liked in the worlds of theatre and television throughout Benelux, so we are expecting these excellent working relationships to go from strength to strength as well as many new ones to be cultivated."

Bram states, "I am hugely excited about being part of Robe's talented and motivated team and having the opportunity to help drive the brand forward and ensure it remains among the market leaders in moving light manufacture.

It is a challenge I will really enjoy!" Adding, in his own words ...

"So ... we are all ready for some rock 'n' roll!!!!"

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