

23.1.2023

## **Robe Changes Up for the Future**

Robe lighting starts 2023 with the announcement of two important new roles boosting its international management team, both looking ahead and eyeing the company's expansion over the next several years!

Bram De Clerck adds 'key account manager Europe' to his existing 'business development manager' detail, while Jens Poehlker takes on a new role as regional sales manager for Asia on top of his position as MD for Robe's Singapore office.

This follows the announcement at the end of 2022 of Ingo Dombrowski as Robe's new international sales director, while Harry von den Stemmen became key global account manager as well as taking on a more ambassadorial role in the company.

Like Ingo and Harry, both Bram and Jens have already been integral to the growth and success of the Robe operation for some years.

Bram's new role as key account manager for Europe will include assisting and following up of the day-to-day business with distributors across Benelux, Italy, Hungary, Romania, and Bulgaria, and he will continue the co-ordinating and management of high-profile club projects in China.

As BDM, he will focus on specifications and working closely with lighting and visual designers, production managers and promoters to realise the creative goals of their projects. He will also remain in close contact with individuals and companies seeking to advance Robe's global vision and horizons in harmonious and innovative ways.

Bram is known for his massive energy and passion for the industry as well as his vast array of contacts and is "very excited" about his new Robe roles, and in bringing his unique style and approach into more areas of business.

Prior to joining the Robe international team full time in 2017, he worked tirelessly for leading Benelux sales and distribution company Controllux as a business development specialist for the Robe brand and products across Benelux. He has great communication skills, loves people and being at the sharp end of all areas of entertainment technology, on the road around the world investing time and enthusiasm in visiting shows and installation projects in person.

Singapore based Jens joined Robe as MD for Robe Asia Pacific in 2016 and has steered that operation diligently and successfully through the many pandemic-related challenges, building a talented and stable team to work alongside him.

"It is now time to set the focus on bigger targets!" he stated.

Known for his great organisational skills and inclusive approach to management, with this dedicated team and other resources in place at Robe's Singapore office, Jens is perfectly placed to provide outstanding ad hoc service and support across the region. Pooling these resources will assist partners in other Asian countries to service their Robe customers faster and even more efficiently, offering a real win-win situation.

With the current strong partner network in the region, Jens is optimistic about the future and the potential of managing a vastly bigger territory which he views as a chance to increase flexibility and capitalise on new commercial opportunities. "By leveraging each other's experiences, Asia as a region will become much more robust with the option of working together across companies and borders," he explained, adding that he is "looking forward to collaborating with our partners and continuing the great work that Harry has started over the years."

Robe further announced the appointment of Michel Arntz as a new key account manager for Europe (see separate news release) at the start of the new year.



