



October 30, 2017

## **Halco Lighting adds new Director of Marketing**

As we expand our capability in multi-channel marketing, we are pleased to welcome Gautam Chandna who starts today as our Director, Marketing, reporting to Fawaz Khalil, President. Gautam will assume responsibility for our marketing and e-commerce functions with Scott Horton and James Rhinehart reporting directly to him. He will lead the creation, development and implementation of our omni channel marketing strategies to include robust expansion of our digital initiatives in order to increase our customer mind share.

Gautam comes to us with over fifteen years of multi-channel marketing which includes over ten years of leading multi-channel marketing strategies and programs for Allure, Trimark Properties, and Premier Exhibitions. Gautam has a Bachelor of Science in Marketing from Bombay University in addition to a BS and MBA in Marketing from DeVry University.

Welcome aboard, Gautam!