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FOR IMMEDIATE RELEASE

Universal Lighting Technologies Welcomes Industry Veteran Robert Pickral as Director of IoT and End User Sales

NASHVILLE, Tenn. (Nov. 5, 2019) – Universal Lighting Technologies Inc., a global leader in lighting and a member of the Panasonic Group, recently announced the addition of Robert Pickral as Director of IoT and End User Sales.

In his new role, Pickral will spearhead the digital transformation within the organization, oversee LED upgrade business development, and align strategic sales plans for IoT solutions and SaaS applications. The Universal energy team works to identify LED retrofit opportunities and support their successful implementation. The team is comprised of industry veterans.

“We are pleased to welcome Robert to our team with his expertise across IoT and SMART Building marketplaces,” said Joe Damiani, Executive Vice President, Sales and Marketing. “His breadth and depth of experience with connected devices, software and hardware, paired with his proven leadership, seamlessly aligns with the future vision of our organization.”

Pickral brings more than two decades of IoT expertise to the company from a variety of lighting with multi-channel sales responsibility around IoT solutions. In his previous roles, he has demonstrated a strong technical understanding, combined with practical hands-on demonstrated capabilities throughout his career, producing measurable and effective results.

About Universal Lighting Technologies, Inc.

Universal Lighting Technologies, Inc., a member of the Panasonic Group and a subsidiary of Panasonic Lighting Americas, Inc., engineers, manufactures and markets innovative solutions for commercial lighting across North America, including LED drivers, LED modules, fluorescent, HID and connected devices using wired and wireless technology. Universal’s EVERLINE® LED retrofit continuum provides a range of solutions for upgrading fluorescent to LED. With over 70 years of experience, the company is recognized for its commitment to quality and customer service. Learn more about Universal at www.unvlt.com. Like us on [Facebook](#) and follow us on [LinkedIn](#) and [Twitter](#).

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