

# ANDY GRAVES

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## SKILL HIGHLIGHTS

- Global Sales
- Website / CRM Development
- Brochure / Advert Creation
- Worldwide Exhibitions
- Project Design
- Project Implementation
- Technical & Electronic Skills
- After Sales Support

## PROFILE

25 Year's experience in Sales & Marketing planning and activities of developing a worldwide sales distribution network and customer base. This includes global exhibitions, customer visits, technical demonstrations, website development, CRM systems, brochure design, advertisement design, lighting system design, lighting programming.

With a strong client focused approach to assisting clients hands-on to develop large lighting projects around the globe. Recent references include, Sava Bridge-Belgrade, Millenia Tower-Singapore, Ferrari World-Abu Dhabi, Halikarnas Superclub-Bodrum.

Recruitment, management and support of a Sales & Marketing department of motivated, team players to provide the key to scalable success.

## CORE ACCOMPLISHMENTS

To develop Pulsar as a key brand in the LED lighting industry  
Largest monthly turnover: \$1,000,000 June 2007  
Largest single order: \$625,000 Date March 2009 (Ferrari World - Dubai)

## PROFESSIONAL EXPERIENCE

06/2012 to Current

### Commercial Director

**AXALIGHT** — Istanbul, Turkey

Creation of AXALIGHT startup company. An exciting new range of architectural LED lighting luminaires, manufactured in Europe to your exact specification featuring Cree and Osram LED light sources all backed by the AXALIGHT 3 Year Warranty. [www.axalight.com](http://www.axalight.com)

01/2005 to Current

### Technical Director

**LEDsistem** — Istanbul

LEDsistem is a importer/distributor of Entertainment Technology products for the Turkish market. It also provides Immersive Learning Spaces for schools that feature Audio Visual technologies including, video projection, lighting, sound and special effect all controlled from a single touch screen or tablet. [www.ledsistem.com](http://www.ledsistem.com)

06/2012 to 09/2013

### Project Consultant

**Pulsar Light of Cambridge** — Cambridge, U K

Assisting Pulsar in developing large projects around the globe. References include, Sava Bridge - Belgrade, Millenia Tower Singapore, Ferrari World Abu Dhabi, Halikarnas Bodrum.

01/1998 to 06/2012

### Director of Sales & Marketing

**Pulsar Light of Cambridge Ltd** — Cambridge, U K

Sales & Marketing planning and activities of developing Pulsar's worldwide distribution and customer base. This includes global exhibitions, customer visits, technical demonstrations, website development, CRM systems, brochure design, advertisement design, lighting system design, lighting programming.

[www.pulsarlight.com](http://www.pulsarlight.com)

04/1987 to 12/1997

### Project Support Manager

**Pulsar Light of Cambridge Ltd** — Cambridge, U K

Providing support, training and backup for projects utilising Pulsar lighting equipment and controllers.

## EDUCATION

1985

**AS LEVEL:** Electronics

**Scarborough College** — Scarborough U K

1985

**AS LEVEL:** Computer Science

**Scarborough College** — Scarborough U K

1985

**AS LEVEL:** Physics

**Scarborough College** – Scarborough U K

1983

**O LEVEL**

**Graham School** – Scarborough U K

Physics, Maths, Chemistry, English, History, Humanities, Drama

## TECHNICAL SKILLS

<u>Skills</u>	<u>Experience</u>	<u>Total Years</u>	<u>Last Used</u>
Microsoft Windows	Advanced	25	Weekly
Mac OSX	Advanced	5	Daily
ShowCAD - Lighting Control Software	Advanced	10	Weekly
Microsoft EXCEL	Detailed	23	Daily
Adobe Photoshop	Detailed	10	Daily
Adobe InDesign	Detailed	10	Weekly
Microsoft Outlook	Detailed	15	Daily
Web Development (DNN, CS-CART)	Detailed	15	Weekly
Network Management, (TCP/IP, DNS, DHCP, FTP etc.)	Detailed	20	Daily
SketchUp - 3D CAD	Detailed	5	Weekly
Lighting Control Networks - DMX, ARTNET, RDM, ACN	Detailed	20	Monthly
Show Magic - AV Control Software	Detailed	6	Monthly
Visual Studio	Intermediate	10	Monthly
CAD software (DraftSight, AutoCAD)	Intermediate	20	Weekly
DiaLux	Intermediate	5	Monthly

## PERSONAL INFORMATION

Place of Birth: Bridlington UK

Date of Birth: 9th September 1966

Status: Married 17 Years (no dependants)

## INTERESTS

Computing, Photography, Electronics, Home Improvement