

Photoflex Appoints Mark Mather as Director of US Sales

Mather to Focus on Sales Strategies for Photography, Videography and Film Markets

Watsonville, CA ([PRWEB](http://www.prweb.com)) August 10, 2014 -- Mark Mather, former Director of Sales and Marketing of Chimera Imaging Solutions & Hensel-Visit GmbH, has re-joined Photoflex®, Inc., as Director of US Sales. Mather, a veteran with over 25 years experience in the photographic and lighting industry and one of Photoflex's original sales representatives, will focus on sales strategies for the OEM, educational, and web-based markets. Additionally, Mather will maximize efforts to develop the current dealer base in the Photography, Videography and Film markets.

Mather has had an extensive career in the photographic equipment industry with companies such as the Norman Flash Company, Hasselblad USA, and Sinar-Bron Imaging. Additionally he has had the opportunity to work with many great photographers and educators such as Annie Leibovitz, Bambi Cantrell, Dennis Reggie, Mary Ellen Mark, Ansel Adams, Helmut Newton, and Greg Gorman. His photographic educators over the years are many, but he owes his lighting knowledge to the late Dean Collins who was considered to be one of the finest photographic lighting instructors of all time. Mark worked with Dean for many years and helped develop the Dean Collins Fine Light Series of educational publications and videos.

“We are very excited to have Mark on board at Photoflex,” said Sharon Reeves, President. “Mark’s expertise in executing innovative sales strategies will solidify Photoflex’s position in a highly competitive marketplace. This is a win-win combination for both Mark and Photoflex.”

Mather is a graduate of California State University, Northridge with a Bachelor of Business Administration degree. He and his wife, Sherry, currently reside in Simi Valley, CA.

About Photoflex, Inc.

For 30 years, Photoflex®, Inc. has been a world-leading manufacturer and innovator in lighting equipment for the Photography, Film, Video and HD Video industries. Photoflex, Inc. is located at 97 Hangar Way, Watsonville, CA 95076. Information about Photoflex can be found at <http://www.photoflex.com>. For ongoing news, please go to <http://www.photoflex.com/about/press-releases>.

Photoflex and the Photoflex logo are trademarks or registered trademarks of Photoflex and/or its affiliates in the U.S. and other countries.

Press Contact:

Nadine M. Frush, Director of Marketing
Photoflex, Inc.
Toll Free: +1 (800) 486-2674
Tel: +1 (831) 786-1370
Fax: +1 (831) 786-1372
[nfrush\(at\)photoflex\(dot\)com](mailto:nfrush(at)photoflex(dot)com)

**Contact Information****Nadine Frush**

nfrush@photoflex.com

<http://www.photoflex.com>

+1 (831) 786-1370

Online Web 2.0 VersionYou can read the online version of this press release [here](#).