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Pathway Connectivity Announces Sales Team Expansion: Kerstin O'Leary and Rusty McBride



Kerstin O'Leary

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Rusty McBride

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Calgary, AB — As Pathway Connectivity Solutions® continues to grow its operation, it is pleased to announce that **Rusty McBride** and **Kerstin O'Leary** have joined the sales team. Kerstin will focus on dealer sales and training while Rusty will head up international and commercial sales. Both will have shared goals of fostering relationships with customers and directing Pathway sales.

Rusty joins Pathway Connectivity most recently from the Acuity Corporate Accounts Atrius™ team. Having past lead sales positions with Philips Lighting Controls and Color Kinetics, Rusty has a long history in the lighting industry. In addition to his technical background, he has experience in both working with dealers and lighting commercial agents.

"I am excited to join a team with a long history of entertainment lighting network innovation and look forward to introducing them to new customers," says Rusty McBride.

Kerstin is no stranger to the industry as she has spent a number of years in entertainment lighting. Most recently, Kerstin was with LEE Filters where she facilitated the sales team in her role as General Manager. She also brings to the company her experience in lighting control systems from her time as Product Specialist with Colortran and Strand Lighting.

"I've known and admired the Pathway products and team for many years, and look forward to adding to their success," says Kerstin O'Leary.

David Ciccarelli, General Manager of Pathway Connectivity, comments, *“I am thrilled to have Kerstin and Rusty on board. They’ve hit the ground running helping us create an excellent roadmap our customers will love. I look forward to having them play a key role in shaping the future of the company.”*

Rusty is based in Michigan, where he enjoys sea kayaking, biking and downhill skiing in a small community on the shores of Lake Michigan. Kerstin is a California native based in Los Angeles, where she enjoys archery, hiking in the local foothills, and relaxing days at the beach. The Pathway team in Calgary, AB is thrilled to have Rusty and Kerstin on board and excited to have Pathway’s presence expand across North America.

Contact Information

For inquiries related to entertainment and theatrical lighting applications - such as theatres, houses of worship, schools and film - please reach out to Kerstin O’Leary at **sales_entertainment@pathwayconnect.com** or call 403-243-8110 ext. 2256

For commercial, industrial and architectural lighting applications, please contact Rusty McBride at **sales_commercial@pathwayconnect.com** or call 403-243-8110 ext. 2277

Please continue to send purchase orders and standard pricing and availability inquiries to **orders@pathwayconnect.com**.

All technical support questions can be sent to **support@pathwayconnect.com**

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