

Astera Welcomes New Head of Sales Agata Birn

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Agata Birn

Astera, a leading developer of innovative lighting solutions for film and events, is delighted to announce **Agata Birn** as the company's new **Head of Sales**.

Agata Birn brings over 12 years of experience in international business development and distribution strategy. With a proven track record of handling motion picture equipment, including four years as International Sales and Business Development Manager at DoPchoice , Agata Birn is positioned to help strengthen Astera's international relationships and streamline the customer experience.

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Welcoming Agata Birn, **Chief Sales Officer Sebastian Bückle** commented: “Agata’s extensive expertise and dynamic approach make her an outstanding addition to our team. Her leadership will undoubtedly help us serve the film and event communities.”

In her new role, Birn will oversee Astera’s global sales strategy, while delivering exceptional service to its existing partners, clients and customers. She will also focus on forging strategic partnerships, optimizing distribution networks, and identifying opportunities in new and emerging sectors of the entertainment production industry.

For more information about Astera and its products, visit www.astera-led.com.