

George Masek returns to the Philips Vari-Lite fold



Dallas TX, USA – Signify Entertainment Lighting is delighted to announce the return of Philips Vari-Lite veteran George Masek. His appointment closely follows the arrival of Brian Friberg as the new Head of Signify Entertainment Lighting, and of Gary W. Sanders as Sales Manager for the Americas. Based at the company's Dallas office, Masek will look after Business Development for the Philips Vari-Lite, Philips Strand Lighting, Philips Selecon and Showline brands.

A well-known figure in the international show lighting business, Masek has specialized in automated lighting for almost 30 years. Beginning his career in 1990 as a Vari-Lite Road Technician, he toured the world with leading artists, providing on-site support for Vari-Lite products from the renowned VL1 onwards. He later moved into technical support and sales, becoming Vari-Lite Product Manager in 2002. Over the next decade he was a key part of the Vari-Lite design and engineering team which produced the highly successful VL3500 Spot and Wash fixtures, as well as the VL500 Series and VLX luminaires.

In 2012, Masek left Philips Vari-Lite to take the role of VP of Automated Lighting at ACT Lighting. In this position, he represented a range of leading manufacturers to the US market, gaining further invaluable experience with a broad variety of new customers and product lines.

"I'm thrilled to be able to return to a company where I've had so much history," says Masek. "Working with all the talented people there over 22 years to create, sell, and support cutting edge, industry changing luminaires, was a great pleasure. Since the first time I saw Vari-Lites on their early tours in the 1980s, it was my dream to work for this amazing company. I'm honored to be able to come back and see that dream continue to the next stage." Welcoming the appointment, Brian Friberg says, "We could not be more delighted to welcome George back to the Philips Vari-Lite fold. He has played an important part in the Vari-Lite story over the years, and with his long experience and passion for the brand, I have no doubt that he will do so again in the years to come. There are exciting times ahead for Signify Entertainment Lighting."

Signify became the new company name of Philips Lighting as of May 16, 2018. The legal name of Signify will be adopted across all global markets in the course of 2018-2019.

Signify Entertainment Lighting comprises the Philips Vari-Lite, Philips Strand Lighting and Philips Selecon brands, as well as the Showline range of LED stage luminaires.