Industry Maverick, Dan Riley, joins DWR

Posted on October 22, 2008

22 October 2008

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– Courtesy Louise Stickland

Dan Riley joins leading South African professional lighting sales specialist DWR Distribution's ever expanding sales team!

Riley, a bit of a lighting industry legend in South Africa, brings over 30 years of experience in the field, a colourful personality, massive amounts of respect and a contacts book second to none.

His responsibilities in DWR will include handling VARI*LITE sales. DWR has just taken on the exclusive SA distributorship in an exciting expansion to its portfolio of premium brands.

He will also look after ADB and general lamp and day-to-day sales. He's worked with ADB products since the early 1980s and looks forward to continuing the association.

Riley is also the father of DWR's MD Duncan Riley, and is ditching 'retirement' to throw his energies into ensuring the company continues to build its reputation for quality products and the best service in the country.

"Nepotism was absolutely not a factor!" states Duncan, "We needed a sales person to handle these elements of the business and are exceptionally grateful to have someone of Dan's caliber, passion and technical eloquence onboard – we jumped at the opportunity when he mentioned that he was missing being away from the industry he loves so much "

Dan Riley says, "I'm delighted to be working with Duncan and DWR. These are challenging times for everyone in business, but there's also many opportunities and lots of positive avenues, and I look forward to being part of a growing company and a proactive team of talented individuals with a great attitude".

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