

VISUAL COMFORT GROUP

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FOR IMMEDIATE RELEASE



VISUAL COMFORT GROUP HIRES DANOFF, HINO FOR KEY ROLES

SKOKIE, Ill., August 28, 2018—Visual Comfort Group has announced the appointments of Keith Danoff in the incremental role of EVP of Product Marketing at Generation Lighting and Eri Hino as Director of Marketing at Tech Lighting. Visual Comfort Group is one of the premiere sources for residential and commercial lighting and ceiling fans with its Visual Comfort & Co., Tech Lighting, Generation Lighting, and Monte Carlo Ceiling Fan brands.

Keith Danoff

As EVP of Product Marketing for Generation Lighting (which includes Feiss and Sea Gull Lighting) and Monte Carlo Ceiling Fans, Danoff is primarily responsible for leading all aspects of marketing, managing design from production to marketplace, facilitating the product assortment process, and partnering on pricing and sales strategies. Before joining Visual Comfort group, Danoff led the strategic marketing and development to build the Germany-based HARIBO gummi candy brand in the US market; it's now the fastest growing brand in America's confections category. Prior to that, Danoff spent 12 years with MARS, Inc. in various brand management roles across the confections and pet care categories.

Danoff holds a MBA from DePaul University in Chicago. Living in Elmhurst, Ill., with his wife and two children, he's also a fitness and multi-genre music enthusiast.

Eri Hino

As Director of Marketing for Tech Lighting decorative products, Hino is responsible for strategically furthering the Tech Lighting brand by focusing on all promotional aspects including sales tools, digital and ecommerce practices, catalog development, photography, tradeshow planning, and managing current and new product portfolios. Previously, Hino was director of product marketing at Young Innovations where she managed the marketing, product and engineering departments for global restorative accessories. Prior to Young Innovations, Hino spent several years at Kohler in different product and marketing roles with increasing levels of responsibility.

Hino has a MBA from Averett University in Charlottesville, Va., and lives in Chicago. She has a passion for food and travel, and visits her grandmother annually in Tokyo as an appreciation of her heritage.

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