**PRESS RELEASE**

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**Graham Kirk appointed Director of Marketing & Business Development at the Illuminating Engineering Society (IES)**

*New York, NY, March 31, 2023* — The Illuminating Engineering Society (IES), the recognized technical and educational authority on illumination, announces the appointment of Graham Kirk to the position of Director of Marketing & Business Development, effective March 31, 2023. In his new role, Kirk will be responsible for increasing revenue and overall engagement for IES across all product and service lines. The announcement was made by Colleen Harper, IES CEO and Executive Director, and underscores the organization’s ongoing mission to improve the lighted environment by bringing together those with lighting knowledge and by translating that knowledge into actions that benefit the public.

Kirk will develop and execute short- and long-term strategic sales plans and tactics to identify and engage growth partners for IES. He will also be responsible for brand positioning, spearheading society initiatives and overseeing all marketing and communications efforts for IES, as well as working closely with other IES departments including membership, education and standards.

Previously, Kirk worked with the Audio Engineering Society (AES) as Sales & Marketing Director. Prior to that, he held key sales and account management positions with *Resolution* and *Audio Media* magazines. IES executive leadership selected him to join the team due to his stellar track record with sales and business relationship development at the AES, and the innovative way he created new streams of revenue to help the organization get through COVID. He will use his experience to help develop, expand and reinforce IES’s relationships with members, companies and organizations, listening to what they really need and value, and creating specific opportunities and programs for how they can meaningfully engage with the Society that deliver ROI to their brand and bottom line. Additionally, he will also focus on building awareness of the IES on a global scale and within adjacent industries.

Commenting on Graham Kirk’s appointment, Colleen Harper remarked, “I am thrilled to welcome Graham as our new Director of Marketing and Business Development. He brings a fresh perspective and a wealth of experience to our team. With his leadership and expertise, we're poised to reach new heights and achieve unprecedented success.”

For more information, please visit [www.ies.org](http://www.ies.org).

Photo file 1: GrahamKirk.jpg

Photo caption 1: Graham Kirk, Director of Marketing & Business Development at Illuminating Engineering Society (IES)

ABOUT THE ILLUMINATING ENGINEERING SOCIETY (IES)

Established in 1906, the Illuminating Engineering Society is the recognized technical and educational authority on illumination. Our mission is to improve the lighted environment by bringing together those with lighting knowledge and by translating that knowledge into actions that benefit the public. We provide a variety of professional development, publications, networking and educational opportunities to our membership of engineers, architects, designers, educators, students, contractors, distributors, utility personnel, manufacturers and scientists in nearly 60 countries. Through our American National Standards Institute (ANSI) accredited process, we publish and maintain the Lighting Library®, with over 100 standards written by subject matter experts in our technical committees. In all our efforts, we strive to *improve life through quality of light*. To learn more about us, visit [www.ies.org](http://www.ies.org).