

CITY THEATRICAL

NEW YORK • LONDON

An **Environmental Lights** Company

May 16, 2024
For Immediate Release

City Theatrical Welcomes Ron Lorentzen As General Manager

City Theatrical is proud to welcome **Ron Lorentzen** to its leadership team as General Manager. Mr. Lorentzen is an accomplished technical business leader with over 20 years of experience in manufacturing, engineering, supply chain, and change management. Mr. Lorentzen began work at City Theatrical in this role in December 2023 and looks forward to an exciting year of driving the development of innovative new solutions at City Theatrical, for the live entertainment industry and beyond.

Mr. Lorentzen has a passion for continuous improvement and innovation. He continually seeks ways to incorporate new technologies to reduce costs and increase quality and throughput. His track record of leadership has allowed companies to advance their technological capabilities significantly, including work done in his prior roles as General Manager of Bantam Tools in Peekskill, New York, and VP of Operations for Roanwell Corporation in the Greater New York City area, among others.

Mr. Lorentzen not only seeks out the best in technology but in people as well. His management approach provides a collaborative environment built on cross-functional communication. He promotes teamwork and empowers teams to achieve breakthrough productivity and customer satisfaction.

Mr. Lorentzen holds a Global Executive MBA from UNC Kenan-Flagler Business School in Chapel Hill, North Carolina, a Master's of Science in Mechanical Engineering from Manhattan College, and a Bachelor's of Science in Mechanical Engineering from Rensselaer Polytechnic Institute. His education also includes multiple professional certifications in Lean, Six Sigma, supply chain, and leadership.

To see what's new at City Theatrical for 2024, visit: www.citytheatrical.com/new

US HEADQUARTERS
475 BARELL AVENUE
CARLSTADT, NEW JERSEY 07072
TEL 800 230 9497 / 201 549 1160
FAX 201 549 1161

LONDON OFFICE
UNIT 1-3 WYVERN ESTATE, BEVERLEY WAY
NEW MALDEN, SURREY KT3 4PH
TEL +44 (0) 20 8949 5051
FAX +44 (0) 20 7183 6061

www.citytheatrical.com



Ron Lorentzen, MBA and MSM, joins City Theatrical as General Manager.



Ron Lorentzen in City Theatrical's 40,000-square-foot manufacturing facility in Carlstadt, New Jersey.

About City Theatrical, LLC

City Theatrical invents, manufactures, and customizes unique lighting accessories for the entertainment and architectural industries and is the winner of 40+ product and business awards, including the New Jersey Small Manufacturer of the Year in 2015. Founded in 1986, City Theatrical has offices in Carlstadt, New Jersey and London, England. Products include the multi award-winning DMXcat® Multi Function Test Tool, Multiverse® Wireless DMX/RDM system, QolorFLEX® brand of professional LED linear lighting, Dimmers and Accessories including QolorFLEX 5-in-1 LED Tape, QolorFLEX NuNeon®, and QolorPIX® Pixel Controlled LED Tape and Tape Controller, QolorPoint® Wireless LED Uplighters and LED event lighting products, professional lighting software including Moving Light Assistant™, as well as the world's most extensive catalog of entertainment and architectural lighting beam control accessories and hardware. City Theatrical also performs custom manufacturing services and manufactures products on an OEM basis for the world's leading lighting manufacturers. Learn more about our professional [experience](#).

US HEADQUARTERS
475 BARELL AVENUE
CARLSTADT, NEW JERSEY 07072
TEL 800 230 9497 / 201 549 1160
FAX 201 549 1161

LONDON OFFICE
UNIT 1-3 WYVERN ESTATE, BEVERLEY WAY
NEW MALDEN, SURREY KT3 4PH
TEL +44 (0) 20 8949 5051
FAX +44 (0) 20 7183 6061

www.citytheatrical.com