



Jaime Friedstadt

After a career at many of the industry's top lighting companies, Jaime Friedstadt joined Altman Lighting as international sales director. He talks to *LSA* about his past experiences and what's next in his new position.

Lighting&Sound America: How did you get started in the industry?

Jaime Friedstadt: I grew up selling lighting fixtures for commercial and industrial applications, and when I moved to the US from Mexico City 26 years ago, I had an opportunity to be the controller for a wiring cable company. After that, I was hired by Hubbell Lighting as sales manager for Latin America. Then I had the opportunity to work for Vari-Lite as a regional sales manager for Latin America. I took that opportunity and that's how I started in the entertainment industry, and I have been very fortunate to work with many great lighting designers, systems integrators, and production companies ever since.

LSA: Why did you join Altman Lighting?

JF: Through my experiences selling to commercial and industrial applications, I have seen the introduction of a number of different technologies that have increased the capabilities of "architainment" lighting designs. When reviewing both the current and upcoming solutions provided by Altman Lighting, I was confident that we would be able to expand their multinational client relationships and further strengthen the brand position as a market leader. With over 60 years of history in the industry, Altman really has a great team and it was very appealing to go back to a company interested in being at the forefront of new technology development.

LSA: What are your duties at Altman?

JF: My duties are sales and business development in Europe, the Middle East, Africa, Latin America, and the

Caribbean. My objective is to deal with lighting designers, dealers, distributors, production companies, TV studios, and system integrators, helping them get the best technology available in the marketplace, for a competitive price with great quality and support. It's really a lot of fun when you're dealing with such a vast group of people, and my objective is to really strengthen those relationships already in place, while seeking to develop new opportunities as well.

LSA: What has surprised you about interacting with different countries?

JF: That's the beauty of it, because each country has its own culture and we have to be able to provide different solutions for different cultures. As we all know, each artist sees things in a different way. It's like comparing a Picasso to van Gogh; you cannot compare two great artists, both are great and I respect every single lighting designer and his or her art.

LSA: What are the future plans for Altman Lighting?

JF: We are putting a strong emphasis on driving the technology of lighting forward while also strengthening our customer support so that we continue to build our client relationships in the right way. The Altman Lighting vision has always been to create state-of-the-art product innovations and economical lighting solutions for both the entertainment and architectural lighting markets, and we are fully committed to carrying this perspective into the future, making it a very exciting time for Altman Lighting. 📶