

DALI Alliance appoints new Market Development Manager for North America

Piscataway, NJ, USA – September 4, 2023: The DALI Alliance, the global industry organization for smart digital lighting control using DALI, has appointed Carol Jones to the newly created role of Market Development Manager for North America. She takes responsibility for promoting the benefits of DALI and its certification programs (DALI-2, D4i, DALI+), while interacting with key stakeholders and gathering feedback from the market.

Paul Drosihn, General Manager at the DALI Alliance, explains: “Carol’s experience and long-term advocacy will enable her to increase adoption of high-value digital lighting and interoperability in the North American market.



Her role will include education, not only about the technical merits of DALI products, but also about how DALI brings value across the entire building ecosystem.”

Carol Jones is a 30+ year veteran and leader of the lighting and buildings industry with a diversity of professional experience well-suited to her new role. Her journey began as a lighting specifier, after which she served as a researcher and program manager at Pacific Northwest National Laboratory for 17 years.

She has held manufacturing positions ranging from front-end innovation to product management and marketing for controls and luminaire manufacturers large and small, and most recently is the owner of Beyond Light Consulting. Carol has also been involved with various standards development activities, professional associations and policy efforts throughout the duration of her career and is well-known as a speaker and author.



“Carol’s continued commitment to innovation and market transformation will be a real asset in her new role,” adds Drosihn.

Those wishing to meet Carol and learn more about the DALI Alliance can do so at various events this fall, including CREtech + Climate Day, Greenbuild, Boston Lights, IFMA Deep Dive and NYControlled.

About the DALI Alliance

The DALI Alliance (also known as the Digital Illumination Interface Alliance or DiiA) is an open, global consortium of lighting companies that drives the growth of lighting-control solutions based on internationally standardized Digital Addressable Lighting Interface (DALI) technology. The organization operates the DALI-2 and D4i certification programs to boost levels of cross-vendor interoperability. As lighting continues to evolve and converge with the IoT, the DALI Alliance is also driving the standardization of wireless and IP-based connectivity solutions. For more information, visit www.dali-alliance.org.

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