



PRESS RELEASE

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**YVAN HAMEL JOINS SOLLUM TECHNOLOGIES
AS CHIEF PRODUCT OFFICER**

THE NEW EXECUTIVE VICE PRESIDENT BRINGS FRESH PERSPECTIVE TO
SOLLUM'S EVOLVING FAMILY OF DYNAMIC LED GROW LIGHTS

Montréal, Québec, Canada, January 24, 2023 – Boasting an impressive resume of accomplishments and an extensive professional portfolio, [Yvan Hamel](#) will focus to elevate Sollum's catalogue of dynamic LED grow lights to the next level as Executive Vice President (EVP), Chief Product Officer (CPO).



With 34 years of industry experience, Mr. Hamel has developed expertise in the areas of product research and development, advanced lighting technology and business growth. In his most recent role before joining Sollum Technologies, Mr. Hamel played an invaluable part in the economic expansion of a major LED lighting manufacturer by conceiving their product catalogue, supporting sales activities and client relationships, and negotiating strategic partnerships with suppliers.

"When I first spoke with Louis Brun, Sollum's CEO and co-founder, I was inspired by the idea of contributing to more productive indoor farming in the context of climate change," says Mr. Hamel. " I found the idea even more compelling after meeting the young and motivated team behind this great technological innovation, and the potential for growth sealed the deal. After 34 professional years in highly successful companies, I am excited to bring this experience into a venture that will revolutionize horticultural lighting."



The entire team at Sollum Technologies looks forward to working with Mr. Hamel. [Louis Brun](#) adds: "Our Sollum family is always growing, and we are welcoming the very best in the business. Yvan Hamel, with his outstanding background and reputation, is an exciting and valuable addition to our team. As EVP and CPO, his leadership will help guide us as we continue to break new ground in controlled environment agriculture. "

About Sollum Technologies

Sollum Technologies designed the only 100% dynamic LED lighting solution that modulates the full spectrum of the Sun's natural light to illuminate closed environments such as greenhouses, research centers and laboratories. Sollum's award-winning, turnkey solution consists of internet of things, AI-powered light fixtures that are controlled by Sollum's proprietary SUN as a Service[®] cloud platform. Sollum's distinctive proposition is a fully scalable clean tech solution that evolves with business needs and multi-zone light management, with each zone benefiting from automatic dimming of an unlimited number of light recipes; this is why it provides unparalleled value in terms of energy savings and, additionally for greenhouse growers, increased productivity and superior produce quality.

Founded in 2015, the company is based in Montréal (Québec, Canada), where its design, development, and manufacturing activities are concentrated. For more information, visit sollum.tech.

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