



NEWS | For immediate release

Principal LED Welcomes New VP of National Accounts

PRESS RELEASE – February 1, 2021

SAN ANGELO, TX – Principal LED (P-LED) is pleased to announce the addition of Dan Miller to the company as Vice President of National Accounts. Miller brings more than twenty years of experience in the commercial sign industry. In addition to fostering customer relationships, Miller's experience will be utilized to facilitate the company's growth plan in the commercial sign industry.

"We've assembled a solid sales team at Principal with expertise in various areas," Sam DiMeo, President of P-LED, said. "Dan brings a wealth of knowledge and experience that will help continue to propel our success at Principal LED."

Miller comes to P-LED after spending the last decade in national account sales at AgiLight, a division of GENLED Brands. Miller started his career in the commercial sign industry in 1998 at Image Point, where he contributed to the company's growth and gained experience as a Senior Business Manager.

"Dan and I were colleagues over ten years ago, and I am thrilled that he is part of the P-LED family." Blake Vincent, Managing Partner, said. "Our culture and mission is critical to me – 'We exist to Simplify the Lives of Our Customers' — Dan fits our culture and it is a perfect marriage."

"Everyone knows that I am a huge basketball fan, and I feel like I've just signed with the '91 Bulls," Miller said. "With P-LED's new U.S. manufacturing capabilities and what they are doing to change the industry, I have no doubt that we are going to win six championships together."

Miller is married to his wife, Kim, of twenty-five years, and together they have three children, Jackson, Natalie, and Megan.

With questions regarding national accounts, please contact Dan at dan.miller@p-led.com or by telephone at 325-249-5248.

Principal LED is a LED lighting manufacturing company located in San Angelo, Texas, serving the lighting industry via distributors across North America. Principal LED is the first in the sign industry to manufacture LED modules in the United States. For more information regarding its products, company, and mission, please visit P-LED.com.