

Paul Drosihn appointed as General Manager of DiiA

Paul Drosihn has replaced Ruud van Bokhorst, who served as General Manager since DiiA was formed in 2015.

PISCATAWAY, NJ, USA – May 16, 2019 –

The Digital Illumination Interface Alliance (DiiA), the global industry alliance for DALI lighting control, has appointed Paul Drosihn as its new General Manager (GM).

Paul is a highly qualified and experienced management professional with more than 30 years' experience in the electronics and LED lighting industries.

Paul commented, "I am delighted to take on this challenge and help guide DiiA through this exciting era for high-quality connected and controllable lighting. I am looking forward to working with the excellent team and organisation members to build on the success of this program, adding value through certification and standardisation in our industry."



Arnulf Rupp, Chair of the DiiA Board of Directors, said, "On behalf of the DiiA Board and all our member companies, we welcome Paul to the organization and look forward to his input as we grow the DALI-2 certification program and introduce new initiatives such as D4i."

Paul has held a number of roles in management, senior sales, operations, business development and strategic marketing, at companies involved in electronics distribution, semiconductor manufacturing, precision optics manufacturing and management consulting. He is a Member of IEEE and AMBA, and a Fellow of the Institute of Leadership and Management. As DiiA GM, Paul will be responsible for the day-to-day running of the alliance.

Paul replaces Ruud van Bokhorst, who has served as GM of DiiA since the organization was founded in September 2015 by a number of leading companies in the lighting industry. Ruud will continue in his role at Signify as Standards & Regulations Program Manager.

"DiiA would like to thank Ruud for his hard work to make the idea of DiiA become a reality," said Jens Herter, Vice-Chair of the DiiA Board. "He created the foundation of the alliance, and helped its membership grow to nearly 200 members around the globe. In particular, we are grateful for Ruud's efforts to secure the DALI trademarks for DiiA and to create the new D4i trademark."

About DiiA

The Digital Illumination Interface Alliance (DiiA) is an open, global consortium of lighting companies that aims to grow the market for lighting-control solutions based on Digital Addressable Lighting Interface (DALI) technology. DiiA is driving the adoption of DALI-2, the latest version of the internationally-standardized DALI protocol. DALI-2 includes more product types, more features, clearer specifications, increased testing and product certification.

DiiA operates the DALI-2 certification program, bringing the promise of significantly-improved interoperability compared with current DALI systems in the market. DiiA develops test specifications for DALI-2 product-compliance testing, and also creates new specifications for additional DALI-2 features and functions. For more information, please visit www.digitalilluminationinterface.org.

Contact Details

Paul Drosihn
DiiA General Manager
Email: gm@digitalilluminationinterface.org