



OUR AIM IS TO EXCEED
YOUR EXPECTATIONS



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We strive to ensure your success in designing and engineering luminaires with value adding components. You deserve excellent service – and you'll get it.

WHO WE ARE

EXCEEDATION is an international sales and business development agency. We represent **lighting component manufacturers** and lighting technology startups who lead the industry in innovation and product differentiation.

Founded by **Gerhard Rieser** in 2015, Exceedation has grown on the promise to exceed customer expectations with outstanding support and service for a faster adoption of the latest LED technology. Beside the whole of Europe, Exceedation works globally to support the growth and worldwide service of our partners.

MISSION

The company's mission is the same as its name: Exceedation, a portmanteau of 'exceed' and 'expectation'. Our efforts are focused on adding value to our customers while conducting business with the utmost integrity. This simple philosophy has been with the founder throughout the past 20 years servicing the lighting industry and remain the cornerstone of all our activities in years to come.



WHAT WE DO & HOW WE OPERATE

We strive to ensure your success in designing and engineering luminaires with the best possible products. This is guaranteed by our international network of leading lighting component manufacturers.

Manufacturers

A.A.G Stucchi & Eutrac,
Electro Terminal, Pathway,
eldoLED and many more



Products

Luminaires, accessories,
controls, connectors, heat
sinks, tracks, LEDs & drivers



Territory

See our regional geographical
coverage per OEM partner.



Projects

You have brilliant ideas and
we'll help you succeed. Take
a look at our latest projects.



OUR TEAM



GERHARD RIESER

Managing Director & Founder



FLORIAN WEITHALER

Sales Director



FERDINAND RUDOLPHI

Area Sales Manager Germany



MARIO GSELLMANN

Area Sales Manager



UWE HOCK

Business Development &
Specifier Service



SARA ZOUHAR

Product Manager &
Application Support



CHRISTOPH GASSEL

Business Development &
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ROMAN STÖBICH

Application Technology
Casambi



ADRIANA MANZI

Purchasing, Logistics,
Inside Sales



ALENA STÖBICH

Marketing Communication



MARCEL ZAIS

Logistics & Inside Sales



MARTIN ELLER

Technical Support