

Ben Haller works on the Residential sales team for Lutron Electronics in the Northeastern region of the US. He is a graduate of Muhlenberg College, current MBA candidate at NYU's Stern School of Business, and has evaluated the impact of the European Union's phase-out of incandescent lightbulbs while studying at the University of Maastricht in the Netherlands. Throughout his tenure at Lutron, Ben has worked to develop marketing strategies for Lutron's battery powered shades and now focuses on providing energy-efficient smart home solutions to homeowners through lighting and shading control.