



FOR IMMEDIATE RELEASE: 08.18.25

DAVE MURPHY & ASSOCIATES, LLC (“DMA”), headquartered in Rochelle Park, NJ is thrilled to announce our newest Associate, Loren Holihan.

Loren’s arrival will further strengthen DMA’s growing presence in the Mid-Atlantic Region and will expand DMA’s capabilities in the telecom sector – increasingly more important to our core customers in the utility, municipal and transportation segments. As the telecom needs of our customers grow, DMA is poised to respond with a deeper bench of talent and experience allowing our team to better deliver effective and efficient solutions which seamlessly integrate telecom solutions into public spaces. From our core strength in municipal streetscape lighting standards and connected lighting controls to the developing demands from wireless carriers, DMA continues to add value while responding to our customers’ needs.

Loren is an accomplished telecom executive with three decades of industry experience, most recently as the National Sales Director at ConcealFab, a Valmont Telecom company, focusing on small cell deployment. Loren works closely with carriers, REITs, telecom leadership and utilities to improve service delivery.

Loren has enjoyed a distinguished career at Nokia/Alcatel-Lucent, where he held several leadership roles, including Verizon CBT Account Director, Field Sales Engineer, and Senior Product Line Manager. Loren is credited with driving advanced MMIMO solutions for Verizon, creating product portfolios for Nokia and managing product development strategies for key customers. Throughout his continuing career, Loren has consistently demonstrated a unique ability to balance strategic vision with tactical execution, delivering measurable results for both large and small teams.

Loren’s addition to the DMA team ensures that specifiers and other customers throughout the Mid-Atlantic continue to receive unparalleled support for their increasingly complex projects.

Principal of DMA, Dave Murphy noted, “We are excited to be adding Loren, a telecom industry veteran, to strengthen DMA’s relationship with industry leading partners serving our marketplace. Bringing Loren together with DMA allows us to leverage diverse talent and experience, collaborating to add unparalleled value in our marketplace. Above all, DMA takes great pride in our talent, and we are very pleased to welcome Loren to the DMA team.”

ABOUT DAVE MURPHY & ASSOCIATES, LLC: Founded in 1972 by Dave Murphy, Senior, and now under the leadership of his sons, Dave and Darryl Murphy, DMA has become a leading manufacturers’ representative in the infrastructure space in the Mid-Atlantic. With over 50 years of success, we service our client base with in-depth knowledge of lighting, connected lighting, small cell, traffic, solar and IoT solutions.