



MaxLite Hires Elio Kim as Vice President, Lighting Products and Corporate Marketing

***Company strengthens commitment to LED lighting products
while increasing focus on emerging technologies***

PINE BROOK, N.J. – March 11, 2024 – MaxLite, a leading innovator in the LED lighting industry, is pleased to announce that it has hired Elio Jin-Ha Kim as Vice President, Lighting Products and Corporate Marketing.

Kim brings over 20 years of experience in the LED lighting industry and a strong background in marketing to his new role. He will oversee the product management and engineering of indoor and outdoor luminaires and lamps, as well as the company's overall marketing. He will lead his team of product managers and engineers as well as the marketing group from the company's headquarters in New Jersey.

Prior to joining MaxLite, Kim was Head of the Lighting Marketing Group at Samsung Electronics in Korea. While at Samsung, he also worked as Principal Engineer and Head of Product Management and Application Engineering for the company's LED Business Team. He holds a Doctor of Philosophy, Electrical and Computer Engineering from the University of Texas at Austin, as well as a Bachelor's and a Master's of Science degrees in Physics from the Korea Advanced Institute of Science and Technology

"I'm delighted to welcome Elio to our team," said Spencer Bolgard, President and Chief Executive Officer. "Elio offers a tremendous combination of experience: deep knowledge of the LED lighting industry, solid marketing expertise and a global business perspective. His unique skillset will strengthen our ability to gain market share with our foundational products while also driving our overall growth and success."

"I'm excited to be joining the MaxLite team," said Elio Kim. "I am impressed with MaxLite's industry leadership, its laser focus on product quality and innovation, and its deep research capabilities. I look forward to working with the engineering and product management teams to meet the challenges ahead. I'm also happy to lead the company's robust marketing team as we promote our products and services, develop relationships and advance our market position."

Bolgard continued, "With Elio on the team, we have the chance to reinforce our commitment to our LED lighting products while sharpening our focus on emerging technologies. We're reorganizing our engineering and product management department to align two complementary teams, one dedicated to our foundational LED products and the other to new technologies. With two teams in place, both committed to increasing our momentum, we are well-positioned to capitalize on our progress."

As part of the reorganization, Umesh Baheti will move into a new role. As Senior VP of New Technologies, Baheti will lead our expanding team in innovating and developing cutting-edge products to meet evolving customer needs. He will also spearhead efforts to expand MaxLite's presence into new verticals.

About MaxLite

MaxLite has been committed to providing energy-efficient lighting products since 1993. One of the first movers into LED technology in the industry, MaxLite offers a complete portfolio of quality certified LED lamps, indoor and outdoor LED luminaires, and a full line of its patented c-Max Lighting Controls. As part of its commitment to providing sustainable eco-friendly solutions, the company will soon launch EVMax, a comprehensive lineup of EVSE solutions for electric cars. A five-time recipient of the ENERGY STAR Partner of the Year Award for its industry leadership, MaxLite continues to be at the forefront of energy-efficient technologies through the innovative research and development capabilities of its teams and facilities in New Jersey, Indiana, California, and globally. MaxLite is a nationally certified Minority Business Enterprise (MBE) by the National Minority Supplier Diversity Council.

For more information, call 800-555-5629, email info@maxlite.com, or follow us on [LinkedIn](#), [Facebook](#), [X](#) and [Instagram](#).

Contact: Matt Timney, Marketing Manager, 973.244.7300, mtimney@maxlite.com