



MaxLite Appoints Lance Hollner as President & Chief Executive Officer
Industry veteran brings proven track record in Sales & General Management

PINE BROOK, N.J. – May 22, 2024 – MaxLite, a leading innovator in the LED lighting industry, is pleased to announce that its Board of Advisors has appointed Lance Hollner as its new President & CEO.

A lighting industry veteran, Hollner brings over two decades of lighting expertise and knowledge to MaxLite, along with a strong track record of delivering results, driving continuous improvement, and developing talent. Much of his career has been spent at manufacturers including Acuity, Lutron, Encelium Technologies, and Avi-on Controls, holding various GM, Sales Leadership, and Product Management roles.

Before joining MaxLite, Hollner spent the last five years as Executive Vice President at Diversified Group, a premier manufacturer's representative firm serving Eastern Pennsylvania, Delaware, New Jersey, and New York City. In that role, he helped guide territory expansion into New Jersey and New York City while building a robust controls and services team. He brings considerable experience with turnkey renovation lighting and EV infrastructure sales, and very relevant experience working with international suppliers and contract manufacturers. He has an engineering degree from Georgia Tech and will be working out of the company's headquarters in New Jersey.

"On behalf of MaxLite's Board, I am pleased to welcome Lance as our new CEO," said Yon Sung, Chairman of the Board. "His deep industry experience and proven record, combined with his passion for continuous improvement, make him the ideal leader for MaxLite's next chapter. With Lance as CEO, we are well-positioned to continue our evolution as a leader in energy efficient technologies and eco-friendly solutions. I would also like to thank our outgoing CEO, Spencer Bolgard, for his contributions to the company, especially on several key initiatives during his tenure."

"I'm honored to be chosen to lead MaxLite, a company well-known for its dedication to innovative solutions and high-quality products," said Lance Hollner, Chief Executive Officer. "I see tremendous opportunity for MaxLite to continue this momentum well into the future. As CEO, I'm excited to work with our teams to capitalize on MaxLite's strengths, continue to develop innovative new products and expand our valued relationships."

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. 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](#).

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