



Contact: Amy Silver, 973.244.7300 x111, asilver@maxlite.com

MaxLite appoints Jeff Bristol as vice president of commercial and industrial sales

WEST CALDWELL, N.J. (May 16, 2019) – MaxLite, a leading global manufacturer and marketer of energy-efficient lighting solutions, is pleased to announce the hiring of Jeff Bristol as vice president of commercial and industrial (C&I) sales.

Bristol will assist in the acceleration of the company’s growth by focusing on broadening existing distributor and agent relationships, and forming productive new C&I partnerships across the U.S. and Canada. Bristol brings to the role more than 25 years of experience in sales management and lighting, including senior leadership of distribution, OEM and consumer sales channels. Prior to joining MaxLite, Bristol spent eight years as vice president of sales at Universal Lighting Technologies. There he was responsible for driving the company’s sales strategy in the distribution and OEM channels.

“We are pleased to welcome Jeff to the MaxLite team,” said Executive Vice President of Sales and Marketing Vincent Alonzi. “Jeff will help us build a stronger and more comprehensive C&I distribution model. His insight and keen awareness of the market will be well-received by our current and future customers.”

Bristol previously held key sales and marketing leadership roles at Osram Sylvania, Philips and Westinghouse. He holds a bachelor’s degree in communications from the State University of New York.

About MaxLite (www.maxlite.com)

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 an extensive line of quality, certified indoor and outdoor LED lamps and luminaires. 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 New Jersey headquarters and California office. For more information, call 800-555-5629, email info@maxlite.com, or follow us on [LinkedIn](#), [Facebook](#), [Twitter](#) and [Instagram](#).

###