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USA. Lumitec appoints new director of marketing

Thursday, 14 May 2009

Lumitec, a designer and manufacturer of marine LED lighting solutions, announced today the appointment of Alexandra L. Bader as director of marketing. Bader brings 17 years of experience in sales, marketing and customer relationship building.

"We recognized immediately that Alex would be a great asset to both Lumitec and our customers," said Lumitec Founder and President John Kujawa. "She's both an avid boater and a seasoned industry professional. This winning combination enables her to insightfully understand our OEM customers' needs, both in terms of product evaluation and end-user satisfaction."

In her new position, Bader will oversee U.S. and international marketing efforts. She is also tasked with ensuring that customers, new and old, remain pleased with the level of service, attention and support they have enjoyed to date.

"I am honored to join Lumitec's very talented team", said Bader. "I have watched several new companies foray into this field only to fall victim to technological challenges. Lumitec's engineering abilities are impressive. Its new accounts to date, driven by its strong proprietary technology base, portends a bright future for our team."

"When we started out nearly two years ago, our primary objective was to build exciting products that would set the standard for technology, performance and value in marine lighting," explains Kujawa. "Today, customer response indicates that we have greatly succeeded in that objective. Alex's joining our team is a natural step in the rapid growth of our company."

Last Updated (Thursday, 14 May 2009)

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