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Lumitec names new director of marketing

By IBI Magazine

Lumitec, a Florida-based manufacturer of LED lights, has hired Alexandra Bader as its director of marketing. Bader, who has 17 years of marketing experience, will oversee US and international marketing efforts.

"We recognised immediately that Alex would be a great asset to both Lumitec and our customers," said president John Kujawa in a statement. "She's both an avid boater and a seasoned industry professional. Alex's joining our team is a natural step in the rapid growth of our company."

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