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Civilight North America bolsters company with five new appointments
Lighting innovator hires five industry veterans to establish national sales and marketing initiatives

Cary, North Carolina – To accelerate Civilight North America’s commitment to offering high quality and high performance indoor LED lamps in the United States, Mexico and Canada, the company has appointed five new lighting industry veterans to sales and marketing positions. The new national sales and marketing team will service distributors, specifiers and lighting professionals. The vice president of sales and the marketing director will report directly to Jeffrey E. Lagaly, CEO of Civilight North America.

“As further testament to Civilight’s commitment to the North American marketplace, the company has hired five lighting industry veterans,” said Lagaly. “These seasoned lighting experts were selected based on their individual track records of sales and marketing successes, and we are pleased to welcome them to the Civilight team. In addition to working with established channels and Civilight’s world-class inventory center, these stars will utilize their years of experience, relationships and innovation to bring Civilight’s leading products to our customers.”

Civilight North America appointed Dennis Picklesimer as vice president of sales for the company. In this newly created position, Picklesimer will manage regional sales managers across the country, each of whom will focus on a targeted geographic region. Picklesimer brings more than 30 years of experience in the electrical and lighting industries, including senior leadership roles at LumenOptix, Stellar Sales Inc., Simkar Corporation and The Electric Shop.

To lead Civilight North America’s marketing efforts, Sharon Katz has joined the company as Director of Marketing. Formerly of MaxLite and Toshiba America Consumer Products, Katz will utilize her diverse background in marketing communications, advertising, public relations, consumer promotions, trade shows, corporate events and Internet marketing to make certain that the company takes an aggressive approach to reaching our customers with our sales and marketing initiatives in North America.

Michael Goldberg now serves as Civilight’s northeast regional sales manager, where he will pioneer the company’s efforts to establish a sales force through independent lighting sales representatives from Ohio, West Virginia and Maryland, up through Maine, and in eastern Canada from Toronto to Nova Scotia. Prior to joining Civilight, Goldberg served as northeast regional sales manager of LumenOptix, regional sales manager of Juno Lighting, and as a sales representative at Progress Lighting. Goldberg earned a Bachelor of Science in business economics from the State University College at Oneonta.

Civilight has appointed Bennie E. Pierce, Jr. to the company’s newly created position of southeast regional sales manager. Pierce will utilize his 15-plus years of sales management experience to plan and execute strategic sales and marketing plans throughout the southeast, from Virginia, Kentucky and Oklahoma and south to Florida. His professional experience includes serving as regional sales manager for LumenOptix, regional sales executive for EnergyLite, and regional sales manager for Hubbell Building Automation. Pierce earned a Bachelor of Business Administration in marketing and management from James Madison University in Harrisonburg, VA.



To serve the western United States and Canada, Civilight has appointed Preston A. Matthews to western regional sales manager. He will establish the company's brand presence from Texas to California and north to Washington and Idaho, and throughout western Canada. Matthews is a proven sales leader whose professional experience includes western regional manager at LumenOptix, lighting specialist at Consolidated Electrical Distributors, and manufacturers' representative at All Pro Sales Inc. Matthews holds a Bachelor of Arts from the University of Texas.

Earlier last year, Lagaly was appointed CEO, and Peter Walker was named vice president of channels.

For more information on Civilight North America and its lineup of LED retrofit lamps, visit <http://www.civilight-na.com>.

About Civilight

[Civilight](#) is a world leader engaged in research and development, manufacturing and global marketing of LED lighting products. CIVILIGHT has more than 13 years of experience in LED packaging and innovation in LED lighting applications products, and is at the forefront of introducing state-of-the-art LED lighting products and solutions to customers worldwide. The company is the recipient of China's High Tech Enterprise Award and holds more than 200 global patents and certificates.

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