



PRESS RELEASE  
October 29, 2013

## **ECOSENSE APPOINTS CHRISTINA LOH FROM MICROSOFT AS NEW COO**

*Significant addition to a strong leadership team poised to drive growth in the industry*

**New York, NY - October 29, 2013** - EcoSense Lighting<sup>®</sup>, one of the world's fastest-growing manufacturers of high-performance LED luminaires, has named [Christina Loh to the position of Chief Operating Officer \(COO\)](#). This notable addition follows the recent announcement of Paul Pickard as the new Chief Technology Officer. Christina's appointment amplifies an already impressive leadership team at EcoSense who collectively have over 100 years of experience in LED lighting in what is still a very young market.

Christina, formerly an executive leader at Microsoft and Hewlett Packard, has more than 20 years of experience in supply chain management, manufacturing and demand planning for various Fortune 500 companies. In her most recent role at Microsoft, Christina drove the global introduction of various Windows hardware platforms including the new [Surface](#) product series. At EcoSense, Christina will lead the improvement of overall operational efficiencies and drive global speed to market.

"We aspire to evolve our operations engine into a strategic weapon that will support our innovation efforts," says Mark Reynoso, CEO of EcoSense. "Our business is doubling year on year so our capabilities and infrastructure needs to evolve to support our rapid growth. Christina is a powerhouse and I am confident she will help us get there. It's going to be fun to watch it happen."

EcoSense continues to challenge traditional thinking within the lighting industry. The LED and lighting markets are evolving quickly and our fundamental goal is to delight our customers and exceed their expectations not only in the products we build but also in how we service and support them.

### **About EcoSense Lighting**

Founded by a team of long-serving industry experts with proven know-how in the development and best practices of solid-state illumination, EcoSense Lighting provides best-in-class LED lighting solutions for use in architectural applications. The company offers a comprehensive line of high-performance LED fixtures that meet the technical requirements of the most demanding projects while delivering substantial benefits over traditional lighting sources. EcoSense Lighting was established in 2008 and is privately held. For additional information, visit [www.ecosenselighting.com](http://www.ecosenselighting.com).



Christina Loh

###

**Contact:**

Cristina Rodrigues – Director of Global Marketing –EcoSense Lighting Phone: 1-401-529-4980  
E-mail: [cristina.r@ecosenselighting.com](mailto:cristina.r@ecosenselighting.com) - Website: [www.ecosenselighting.com](http://www.ecosenselighting.com)