



Cathy Choi is President and CEO of BULBRITE, a leading manufacturer and supplier of energy-efficient lighting solutions. Founded 50 years ago by her parents, Bulbrite is a family-owned business renowned for its commitment to innovation, education and exceptional service. Choi oversees all aspects of the company's operations including sales, marketing, operations, manufacturing and product development.

Choi has expanded sales and services to a broader community and distributor base throughout North America. She has helped expand the breadth of the company's product line to consumer favorites like LED decorative bulbs and patio string lights as well as a new line of smart bulbs, Bulbrite Solana® that has been featured in the Washington Post, Dwell, House Beautiful and Apartment Therapy.

Recipient of the 2021 Women in Lighting Leadership Award and Residential Lighting Industry Leadership Award in 2010, Choi is an active leader in the lighting industry, currently serving as the Co-Chair of the American Lighting Association (ALA) Women in Lighting Committee. She is an ALA Certified Lighting Specialist and requires that her team receives ALA certifications to provide the highest level of industry expertise and customer service.

A sought-after industry expert and leadership speaker, Choi was recognized as a Woman of Influence in 2013 by the NJ Commerce and Industry Association. Choi has put an intentional focus on the company's culture, which has been featured in the New York Times Corner office. In 2021, Bulbrite was featured in Forbes as an AAPI business shaping the country. Bulbrite has also won the NJ Family Business of the Year Award in 2015, NJ Corporate Culture Award in 2016 and Best and Brightest Companies to Work for Award in 2017, 2018, 2019 and 2020.

Choi has an MBA from New York University and a BA from Cornell University. She serves as a NYU Stern Alumni Council member and is Co-Chair of the NYU Stern Women in Business (SWIB) Alumnae Group. She also serves on the President's Council for Cornell Women (PCCW) and sits on several corporate boards for both public and private companies. She supports her local community by serving as a Board of Director for the Ridgewood Public Library Foundation. She lives in Ridgewood, NJ with her husband, two teenage daughters and pandemic "puppy".