



Cathy Choi is President of BULBRITE, a leading manufacturer and supplier of energy-efficient lighting solutions. Founded over 45 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, which includes innovative energy efficient light sources and other types of light bulbs and lighting fixtures.

Recipient of the Residential Lighting 2010 Industry Leadership Award, Choi is an active leader in the lighting industry, serving as a former Chair of the American Lighting Association (ALA) Education Foundation Board. 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. Bulbrite 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.

Choi has an MBA from New York University and a BA from Cornell University. Prior to joining Bulbrite, she was a Director of Finance and Operations for Independent Pictures, a division of New Line Cinema and an Auditor for Price Waterhouse. She is a member of Vistage, the world's leading Chief Executive Officer organization, an Advisory Council Member for the Seton Hall Business School Leadership Development Program and a Board of Director for a privately held company in NJ. She is a newly elected member of the President's Council for Cornell Women (PCCW) and also serves as a Board of Director for the Ridgewood Public Library Foundation. She lives in Ridgewood, NJ with her husband and two daughters.