



November 2, 2023

Dear USAI Partners,

As we look to the future, I am very proud and excited about the position of the USAI brand both in the marketplace and as a company. I want to thank all of you for your hard work and support as we continue to drive growth and innovation to create something special. I truly believe we are still in the early innings of a very exciting opportunity as we continue to define and push the envelope of what is possible.

As we grow, we must adapt and evolve with the ever-changing needs of our industry. To address these challenges, I am very pleased to announce several exciting changes to our leadership team:

Sean Gaydos will be assuming the role of President and CSO (Chief Sales Officer) of USAI Lighting. Sean has been our Senior VP of Sales for many years and will continue to be actively involved in our sales effort with dual responsibility. His focus will remain on sales growth while also working with our internal teams to ensure that our customers and sales agents have positive experiences with the USAI brand. Sean is committed to redefining the industry standard for service, quality, and innovation and I share his enthusiasm for what is possible.

Bob Brown will assume the role of Vice President of Sales. Bob has been leading our sales effort in the mid-Atlantic region for USAI over the last 8 years and will work with Sean to ensure we continue to lead the industry in supporting your efforts in selling USAI products. He will be spending significant time in key markets with our regional sales team while meeting with you and your specifiers to drive focused initiatives and improve training. Bob has great prior experience in a similar position and will be a huge asset in this role.

I would also like to announce the promotions of Frank Cogliano and Frank DiLauro to CIO

(Chief Innovation Officer) and COO (Chief Operating Officer) respectively. Both have been key members of the senior management team at USAI for over 16 years and many of you have known and worked with them in the past. They will continue to ensure we produce the industry defining products and best in class service and quality that you have come to expect.

My role and involvement will not change. I am committed to growing and improving USAI as I remain CEO. I am dedicated, along with the rest of my management team, to continue to work hard to drive growth and innovation, while redefining what is possible. There is so much more to come!

I am personally more excited than ever about the state of the company and brand. We have several exciting innovations launching in 2024 with new products, new sales tools, new internal systems, and maybe even a few surprises. As we enter the next exciting chapters for USAI Lighting, I would love to hear from you with your thoughts and ideas.

Best Wishes,



Bonnie Littman
CEO
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