

NEMRA[®]



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

FOR IMMEDIATE RELEASE

NEMRA Announces Jeff Bristol as Vice President of the Newly Formed NEMRA Lighting Division

December 2, 2024 – The National Electrical Manufacturers Representatives Association (NEMRA) is proud to announce the appointment of Jeff Bristol as Vice President of the newly formed NEMRA Lighting Division.

Jeff most recently served as Senior Vice President of Sales & Marketing for MaxLite, where he was responsible for developing and executing sales and marketing strategies across multiple business units and managing a 40+ agent network. His career has also included leadership roles at Panasonic/Universal Lighting Technologies, Philips Lighting, Osram Sylvania, and Westinghouse Lighting. Throughout his career, Jeff has built strong partnerships across the agent landscape, including with NEMRA agents, Specification Lighting Agents, and Design & Build Lighting Agencies, fostering seamless networks to drive business growth.

“Jeff’s philosophy of viewing agent relationships as integral extensions of the manufacturers they represent aligns perfectly with NEMRA’s belief in the vital partnership between manufacturers and their representatives,” said Jim Johnson, President and CEO of NEMRA. “With over 30 years of experience in sales, marketing, and executive leadership within the lighting and controls industry, Jeff was the clear choice to lead this transformative initiative”.

As Vice President of the NEMRA Lighting Division, Jeff will focus on supporting NEMRA members, advancing industry standards, and fostering collaboration between manufacturers and representatives. His leadership will strengthen the division’s mission and provide representatives with the tools and resources needed to thrive in an evolving lighting industry.

“I could not be more excited to be joining NEMRA and the outstanding team here”, Bristol stated. “Building and managing the NEMRA Lighting Division will be a culmination of all my experience and relationships to create a meaningful and impactful association to support the manufacturer’s most important partners, their representatives.”.

“Johnson emphasized that Jeff has been a strong supporter of NEMRA, serving on the NMG Executive Committee since 2021 and providing invaluable guidance to NEMRA and its Board. ‘Jeff’s deep understanding of the lighting industry, entrepreneurial mindset, and proven leadership will position the NEMRA Lighting Division as an essential resource for manufacturers and representatives alike.’”

Jeff’s appointment marks an exciting chapter for NEMRA. Additional updates will be shared in the coming weeks, showcasing how NEMRA continues to drive innovation and deliver value to its members and the industries they serve.

For more information, please contact:

Jim Johnson
President and CEO
jjohnson@nemra.org



National Electrical Manufacturers Representatives Association
1905 South New Market Street, Suite 257 • Carmel, IN 46032 • (317) 975-1999
www.nemra.org • nemra@nemra.org