



11.02.2026 | PRESS RELEASE

LEDVANCE APPOINTS ERIC LIU AS CEO, LEDVANCE CANADA



Eric Liu, CEO, LEDVANCE Canada

Mississauga, ON, February 2, 2026 – LEDVANCE announced today that Eric Liu has been named CEO, LEDVANCE Canada. In this role, Liu will lead the Canadian business, with a focus on strengthening customer partnerships, accelerating business growth, and improving go-to-market execution across Canada.

A global business leader with extensive experience, Liu previously lived and worked in Canada for many years and brings deep knowledge of the Canadian market and business community. He joins the organization with a clear commitment to listening to customers and partners, supporting team development, and improving overall execution, speed, focus, and consistency across Canada.

"Eric is a leader with a strong customer-oriented mindset and disciplined execution. His deep ties to Canada, along with his ability to build trust with both customers and teams, will be a key advantage in driving business growth. I am confident that under his leadership, LEDVANCE Canada will continue to deliver strong support to customers and channel partners nationwide and achieve outstanding results," said **Qinghuan Sun, Global Chief Executive Officer, LEDVANCE.**

"I'm excited to partner closely with Eric as he leads LEDVANCE Canada, and our teams will continue to collaborate and provide strong support to customers and channel partners across North America," said **Jonathan Lubeck, CEO, LEDVANCE US.**

"Returning to Canada in this role is deeply meaningful to me," said **Eric Liu, CEO, LEDVANCE Canada.** "I became a Canadian citizen in my early thirties and spent meaningful years working and living in Canada - an experience I have always cherished. We have an outstanding team in Canada, and I look forward to travelling across the country, meeting customers and partners face-to-face, gaining a deeper understanding of their needs, and helping drive initiatives that support their success."

ABOUT LEDVANCE



PRESS CONTACT

MARKETING MANAGER

OMID NADI

 o.nadi@ledvance.com

FOLLOW US ON:



SHARE THIS PAGE 

SIGN UP FOR NEWSLETTER 

CONTACT US 

PROFESSIONAL LIGHTING

- Products
- Applications
- Projects
- Training
- Resources
- Insights
- Where to buy
- MySylvania

LIGHT FOR CONSUMERS

- [Visit E-Shop](#)
- [Warranty](#)

EV CHARGERS

- Products
- Product stories
- Resources
- Rebate Finder
- Blog
- MySylvania

COMPANY

- About LEDVANCE
- [Press releases](#)
- Career
- Events
- Sustainability
- Contact

SELECTED COUNTRY

United States & Canada - English 