

COMPANY NEWSFEED

IntelLED Corp promotes Caterina Hall to CEO



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IntelLED Corporation today announced the promotion of Caterina Hall to Chief Executive Officer. In this role, Hall is responsible for business development, joint venture management, and corporate strategy for IntelLED and their LED optics design technologies. “Caterina has demonstrated excellent business acumen in managing our company as Chief Administrative Officer so her promotion to CEO was the next logical step in our growth,” noted David Pelka, IntelLED Chairman and Chief Innovation Officer. “She has a keen understanding of the LED optics industry and her focus on identifying and managing business opportunities will help us leverage our growing LED design portfolio.” In her previous role as Executive Vice President and Chief Administrative Officer, Hall developed and managed all proposals, created marketing programs and collateral, and handled business operations for IntelLED. “I’m excited to be leading IntelLED in the CEO role now and appreciate the confidence showed in me by David Pelka and our other partners” said Ms. Hall. “We have some amazing projects in development now and I look forward to commercializing those soon” she added. “I’ll also be looking to add investment capital to grow our company and to expand our LED patent portfolio” Ms. Hall concluded. Before joining IntelLED, Ms. Hall co-founded OptiLED, Inc., a start-up company for advancing optimized LED-based lamps into specialized markets from transportation to architectural lighting. Through market-oriented management combined with a keen understanding of international business, Ms. Hall helped OptiLED grow into a respected LED product company with facilities in North America, Asia and Europe. In 2004, the original corporation, OptiLED, Inc., changed its name to Light Integration Technologies (LIT) after completing the sale of the OptiLED name and business to an international partner. In 2007 LIT joined with Pelka and Associates to form IntelLED. Ms. Hall was educated at California State Polytechnic University, Pomona, including programs in International Marketing, Product and Brand Marketing, and Multimedia Design and Presentation. Additionally, Ms. Hall supplemented her skills through Industrial Design programs at Pasadena Art Center and California State University, Long Beach.

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