**Maxim at 50! A Spotlight on Naomi Sperling**

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As family-owned companies become more of a rarity, Maxim Lighting remains true to their familial values.

A true tale of the American Dream; Jacob Sperling, an immigrant who traveled to the United States rich in hope, but poor in means creates a flourishing top five company sold across North and South America, as well as Europe. Naomi Sperling continues in that entrepreneurial spirit, ensuring the drive for success is still central to Maxim's mantra.

Naomi began working for Maxim over 18 years ago while still attending high school and continued throughout university. From her early days, she began working the production line to ensure knowledge of all the components of fixtures. Then, making the jump to the office, she shadowed Jacob in his travels sourcing materials around the world and even relocating to Asia for a short period. Today, Naomi is the Chief Operations Officer of a multi-million dollar company where she has modernized business development, introduced innovative procedures, and continues to see success from her analysis of market data.

Graduating from USC with a degree in International Relations and a minor in Business, Naomi took her scholastic knowledge, coupled with her life experience and has revolutionized workflow. Continuing with Jacob's love for his family and devotion to his work, Naomi finds balance with her home and work, even when they are seemingly intertwined.

"I love knowing I can make a real difference here. The passion I see in the people here is unmatched anywhere else and it is my responsibility to make sure that I help ensure its longevity and vibrancy."

Next January Maxim Lighting will celebrate its 50th anniversary. Maxim has stayed true to its values in remaining a family run business. A rare case study now continues through to the next generation of Sperling children to lead the company into its next 50 years and beyond. Visit us at [www.maximlighting.com](http://www.maximlighting.com)

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