WAYNE, Mich. -- CUL-MAC Industries, a manufacturer of chemical cleaning products for automotive, commercial, industrial and residential applications, has named David Davoudi as its new president. Davoudi comes to CUL-MAC Industries with more than 20 years of experience in executive and business management and a proven track record for driving sales, increasing market share and profit, process improvement and building organizational capabilities.

Davoudi spent the past 17 years working with several business units of Royal Philips Electronics, where he held many key positions including his recent role as the vice president and general manager of Philips Consumer Luminaires, responsible for North American business units operation, as well as post-merger integration for residential lighting fixtures. He restructured the company into three brands and six channels and developed a five-year strategy that helped

See Also:
establish new accounts such as Ace Hardware, www.homedepot.com, www.lowes.com, Beazer National Home, CSN, Amazon.com and many others.

From 1999 to 2009, he served as the vice president and general manager of Philips Automotive Lighting North America, during which he increased the unit’s market share from 1 percent to more than 23 percent. He also held other key positions at Philips, such as director of global sales at Philips Passive Components and regional sales manager for Philips Optical Storage.

Prior to Philips, Davoudi spent eight years in the computer industry, where he held various key technical and commercial positions with Motorola, Quantum and Seagate.

Davoudi holds a bachelor of science in electrical engineering from University of Texas in Arlington, a master of science in telecommunications from Southern Methodist University and a master of business administration from Oklahoma City University.

In conjunction with this announcement, CUL-MAC has announced that Bill McLaughlin and Scott Crichton will remain as supervisory board directors, but heavily involved with special projects such as commodity procurement and new product innovation.
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