

Hisense USA Expands Leadership Team Amid Rapid Growth

Hisense USA adds Rick Calacci, David VanderWaal, Mike Kadish and Mike Fahey to their executive team to further support increasing demand for high-quality consumer electronics and home appliance products

SUWANEE, GA. - (Jan. 19, 2022) - [Hisense](#), provider of high-performance televisions and appliances, today announced the expansion of their executive team, signaling the brand's continued growth within the consumer electronics and home appliances categories, and commitment to further brand expansion within the U.S. Despite the challenges of the ongoing pandemic, last year Hisense was the fastest-growing among the top five TV brands in North America – specifically with screens in the 50-inches and above category. As the company continues to grow, it has become crucial to continue to build ongoing relationships with Hisense customers and develop offerings that align with consumer expectations and needs.

Rick Calacci, Vice President of Product Marketing

Rick Calacci joins Hisense as the Vice President of Product Marketing, where he will leverage his prior experience to execute new marketing initiatives for Hisense's rapidly growing U.S. brand. Calacci's career in CE spans four decades and includes work with brands such as Sony, Pioneer, Toshiba and Sharp. He is experienced in taking global CE brands to great success. Prior to joining Hisense, Calacci served as SVP of Sales & Marketing at LG Electronics, where he instigated the introduction of OLED to earn greater market share. As a highly respected industry veteran, Calacci will oversee sales, strategies and product marketing for both the Consumer Electronics and Home Appliance teams, building on the company's successful growth and market share increases over the last several years.

David VanderWaal, Vice President of Brand Marketing

David VanderWaal joins the team as the Vice President of Brand Marketing bringing with him over 20 years of success in consumer brand marketing, shopper marketing, and category management. VanderWaal has worked with a plethora of notable brands including Procter & Gamble, Unilever, General Mills, and most recently as Senior Vice President, Consumer Marketing at LG. During his time at LG, he oversaw all marketing activities for both the consumer electronics and home appliances divisions leading marketing, advertising, and digital initiatives. At Hisense, VanderWaal will be responsible for aiding in Hisense's continued growth by leading marketing and advertising activities, as well as retail and in-store strategies that align with consumer interests.

Mike Kadish, Vice President Sales for Consumer Electronics

Hisense appointed Mike Kadish as Vice President of Consumer Electronic Sales. Kadish brings almost 20 years of experience working with technology brands such as IBM, Accenture, and Samsung, where Kadish led TV product marketing and business management for the brand developing promotional plans and go-to-market strategies. Leveraging his notable experience,

Kadish will oversee Hisense's ever-growing consumer electronics division where he will be responsible for establishing Hisense's strategic growth plans and help deepen relationships with retail partners.

Mike Fahey, Vice President of Supply Chain Management

Mike Fahey joins the team as the new Vice President of Supply Chain Management. Throughout 2021, Hisense products were very well received, making it one of Hisense's most award-winning years to date. Hisense ULED TV unit sales grew 170% year on year and the brand also experienced growth in U.S. unit sales in the 65-inches and above category by 41% year on year despite the obstacles presented to many supply chains as a result of the ongoing pandemic. As Hisense continues to see such increasing product demand, Fahey will employ his 20+ years of operations experience to further improve and innovate Hisense's supply chain management and infrastructure.

"Hisense was the fastest growing among the top five TV brands in North America last year and as we continue to grow, it's imperative that we have leaders who can help us maintain our mission of putting premium options within people's reach," said David Gold, President of Hisense USA. "The experience these new executives bring to Hisense is just what we need as we continue to expand our product offerings this year to include even more high performing products that exceed consumer expectations."

Hisense USA Corporation offers a range of technology products including televisions, laser TVs, refrigerators, air conditioners, dehumidifiers, beverage coolers, and freezers. Hisense Company Ltd. is a multinational consumer technology manufacturer and one of the largest television brands in the world, holding the number one TV market share position in China for 16 consecutive years. The company is committed to advancing the consumer technology industry across North America, and has dedicated R&D centers in Atlanta, GA; San Jose, CA; and Toronto, Canada to enable localized product development and innovation.

To learn more about Hisense and its product offerings, visit [Hisense-usa.com](https://www.hisense-usa.com) and follow @HisenseUSA on [Facebook](https://www.facebook.com/HisenseUSA) and [YouTube](https://www.youtube.com/HisenseUSA) and @Hisense_USA on [Instagram](https://www.instagram.com/HisenseUSA) and [Twitter](https://twitter.com/HisenseUSA).

About Hisense USA Corporation and Hisense Company, LTD.

Hisense USA Corporation is a subsidiary of Hisense Company, Ltd., established in 1969 and headquartered in Qingdao, China. Hisense USA Corporation offers an innovative range of technology products that disrupt the consumer electronics industry, challenge the competition and provide significant value to consumers.

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