Maxim Lighting’s founder Jacob Sperling was recognized by Enlightenment Magazine as an icon in the lighting industry. The article contains [an interview](https://www.enlightenmentmag.com/legends-leaders-luminaries-2/jacob-sperling-legend) with the veteran lighting manufacturer exploring recent changes in the industry and its impact on the future of lighting sales agency.

 Sperling learned the business from the inside out while working for a residential lighting manufacturer during college. There he discovered that he had a drive for manufacturing and, as an engineering major, a passion for design. A few years later Sperling started his company Maxim Lighting in the basement of his duplex home. “I would drive up the California coast to sell my fixtures,” Sperling recollects, “and at night I would work on fulfilling orders.” The kitchen oven served as a lab where he experimented with acrylic and the garage was a makeshift factory.

 Over five decades later [Maxim Lighting](http://www.maximlighting.com) is a force of nature in the lighting industry with two fully stocked distribution centers on the East and West coast and fixtures at major retailers all over the country. Having moved manufacturing abroad to Mexico, then Korea and Taiwan, and finally China, the company has taken advantage of the opportunity to work with cutting edge materials and technologies such as LED. Sperling also attributes his company’s outstanding reputation and long-term success to their commitment to the customer. Each product of the more than 6,000 offerings that Maxim Lighting carries is customizable to the client’s needs.

 Hard work, passion for design, stellar customer service and manufacturing expertise drive every decision, partnership and product that Maxim Lighting creates. Jacob Sperling is truly an icon in the lighting industry as his company continues to grow and evolve and e-commerce becomes a major avenue for sales. Read the [full interview with Jacob Sperling of Maxim Lighting](https://www.enlightenmentmag.com/legends-leaders-luminaries-2/jacob-sperling-legendhttps%3A/www.enlightenmentmag.com/legends-leaders-luminaries-2/jacob-sperling-legendhttps%3A/www.enlightenmentmag.com/legends-leaders-luminaries-2/jacob-sperling-legend) at Enlightenment Magazine.