



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

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Linda Todd of Whirlpool Corporation Appointed to CABA Board

June 8, 2010

The Continental Automated Buildings Association announced today that Linda Todd of Whirlpool Corporation has been named to the association's Board of Directors. CABA is a nonprofit industry association that provides information, education and networking to help promote advanced technologies for the automation of homes and buildings.

"It is a privilege to contribute to the industry and help grow our marketplace through CABA," stated Todd. "CABA is a key organization dedicated to research and to the promotion of advanced integrated technologies in the residential sector."

Todd is currently Director of Category Insights & Intelligence, North America, at Whirlpool Corporation and has been with the company for almost five years.

Todd is an expert in consumer and competitive marketplace trends, research, insights and intelligence. Over the past 25 years she has demonstrated a track record of success leading in this functional area within "blue chip" companies, including Kellogg Company, Nestle and Pfizer/Warner Lambert.

Todd applies her depth of food and healthcare experience from the consumer packaged goods industry to appliances. This knowledge base is advantageous to understanding appliance consumers' usage, attitudes and behavior of appliances.

She is a member of MRIA, SCIP and The World Futures Society. Todd's academic focus includes human sciences, research, organizational effectiveness and marketing, with degrees in sociology and psychology, and business administration.

"We are extremely pleased to welcome Linda Todd to CABA's Board," said Ronald J. Zimmer, President & CEO of CABA. "Her expertise concerning consumer behavior will provide valuable expertise and insight to our organization."

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at <http://www.caba.org/>.

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