



Continental Automated  
Buildings Association

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

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

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## **Elizabeth Jacobs of Siemens Industry Inc. Joins CABA Board**

January 18, 2011

The Continental Automated Buildings Association is pleased to announce the appointment of Elizabeth Jacobs of Siemens Industry Inc. to its Board of Directors.

"Elizabeth's strong leadership skills and industry expertise make her an excellent addition to our Board," said Ronald J. Zimmer, CABA President & CEO. "Her solid approach fits perfectly with our culture, and we're looking forward to her contributions to our association."

Jacobs is Director of Marketing for the Building Technologies Division of Siemens Industry, Inc. She is responsible for market strategy for the division's control products and systems, and fire life safety business units.

Jacobs joined Siemens in 2005 with responsibility for product, channel and market development for the Division's energy management and building control systems. In 2007, Jacobs assumed responsibility for market development efforts for the Building Technologies Division's fire and life safety business unit, helping to launch the company's Sygnal™ emergency mass notification offering which integrates multiple communication devices and networks with fire and other systems to provide an integrated emergency communication platform for customers.

Today, Jacobs and her marketing team concentrate on understanding the growing needs of commercial building owners and operators in the areas of energy management, demand response, smart consumption and intelligent response. Her team also provides direction to Siemens on the integration of building systems such as building automation, fire, security, and lighting.

"CABA is a great organization and is second-to-none in gathering and distilling relevant industry information to its constituents, developing cutting-edge market research and creating great marketing opportunities for its membership," stated Jacobs. "Siemens has been a member for years and continues to rely on CABA research to support its business decisions. I am pleased to join the CABA Board of Directors and look forward to extending our collaboration as well as contributing to the value the Association brings to all its members."

Prior to joining Siemens, Jacobs was Director of Marketing for W.W. Grainger. She also spent 12 years in the financial services industry holding various marketing positions of increasing responsibilities. Jacobs is a graduate of Northern Illinois University.

**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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