



Continental Automated
Buildings Association

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

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

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S. Scott Burnett of IBM Joins CABA Board of Directors

July 18, 2011

The Continental Automated Buildings Association is delighted to announce the appointment of S. Scott Burnett of IBM 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.

"I am very pleased to be able to actively contribute to the CABA Board," stated Burnett. "CABA is a very important organization that represents the collective interest of the home and building automation industry. It is an important industry network in and of itself which IBM is pleased to participate with."

Burnett is responsible for leading IBM's strategy and business development focused on the consumer electronics industry, coordinating digital convergence efforts across IBM brands and industries leveraging cloud computing for product and service innovation.

Burnett has served in numerous capacities at IBM ranging from executive roles in the media and entertainment industry to business development with IBM research. As Global Marketing Director for IBM's Digital Media Group, Scott lead worldwide marketing strategy and market development for IBM Digital Media solutions.

Prior to joining IBM, Burnett served as Vice President, Marketing for Liquid Audio, guiding Liquid Audio's global marketing strategy and positioning its IPO and the Liquid Audio brand as a major player in the initial market for digital music delivery via the Internet. Scott Burnett's film and entertainment studio experience includes Vice President of Corporate Brands at Warner Bros. Studios, organizing global branding efforts across company divisions, and Vice President of Warner Bros. International Production Group as well as Director Operations, at The Walt Disney Company, managing the international release of animated productions including brand management.

Burnett received an MBA from the University of San Francisco in 1985 and Bachelor of Arts degree from St. Thomas University in St. Paul, Minnesota in 1981. As an Associate Professor, he taught marketing at the University of San Francisco.

"CABA is happy to welcome Scott Burnett to its Board of Directors," stated Ronald J. Zimmer, CABA President & CEO. "His addition will ensure CABA has a strong representative voice from the consumer electronics industry."

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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