



Continental Automated
Buildings Association

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

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

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Eric Simmons from Rogers Communications Inc. Joins CABA Board of Directors

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The Continental Automated Buildings Association is pleased to announce the appointment of Eric Simmons from Rogers Communications to its Board of Directors.

Eric Simmons is General Manager, Machine-to-Machine (M2M) at Rogers, where he is responsible for product management, product marketing, sales operations, alliance programs, resale channels, and overall go-to-market strategy for M2M and advanced business solutions.

"I am very pleased to welcome Eric Simmons to the CABA Board," said Ronald J. Zimmer, CABA President & CEO. "His appointment brings additional technology and business development expertise to our association, along with one of Canada's strongest brands in the communications sector."

Simmons has over 18 years of experience in strategy, sales, marketing, business development and partner management with experience in Canada and Latin America.

Prior to joining Rogers, Simmons held senior leadership roles at Dell where he was responsible for the Canadian software and peripherals sales organizations and the overall marketing strategy for all of Canada and Latin America.

Simmons also owned Blizzard Courier Services where he grew the business to be the largest same-day courier in the Toronto area. He managed a team of over 180 employees. Previously he held titles at Compugen and Liberty Technology Services in a sales executive capacity.

"Rogers is committed to delivering next-generation connected devices and solutions to our customers across various industries and market segments," states Simmons. "By joining CABA, Rogers continues to affirm its commitment to leadership in the home and building automation space." The firm has committed to participating in CABA's new Intelligent Buildings and Big Data Landmark Research Project.

Rogers is a leading diversified public Canadian communications and media company. The firm is Canada's largest provider of wireless voice and data communications services and one of Canada's leading providers of cable television, high speed internet and telephony services. Through Rogers Media we are engaged in radio and television broadcasting, televised shopping, magazines and trade publications, sports entertainment and digital media.

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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