



Continental Automated
Buildings Association

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

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

1173 Cyrville Road, Suite 210
Ottawa, ON K1J 7S6

Tel: 1. 613.686.1814
Fax: 1.613.744.7833
US/Canada: 1.888.798.CABA

Web: www.caba.org
E-mail: caba@caba.org

Mark Pacelle from Philips Appointed to CABA Board

June 2, 2015

The Continental Automated Buildings Association, a non-profit trade organization dedicated to the promotion of smart home technologies and integrated and intelligent building systems, is pleased to announce the appointment of Mark Pacelle from Philips Lighting to its Board of Directors. Pacelle replaces Dr. Satyen Mukherjee, Chief Scientist, Senior Director Research Strategy North America, who represented Philips on the CABA Board since 2008 and as Chairman of Board since 2011.

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

Mark Pacelle is Senior Director, Open Innovation for North America at Philips' lighting business. In this role, he leads systematic scouting of strategic and relevant innovation in academia, industry, and early stage ventures. Pacelle has deep expertise and has consulted in technology strategy, product management, marketing, and business development across a number of established and emerging high tech industries.

He was on the founding team and successfully led strategy, product management and marketing at two early-stage M2M and Internet of Things (IoT) companies serving the industrial and building automation, energy management, and medical monitoring markets. In addition, he has provided business and product strategy consulting in a number of emerging IoT segments.

Pacelle is a frequent speaker and published author on the application of IoT and analytics to optimize energy management, operational efficiency and sustainability across a broad array of residential and commercial segments.

"I am looking forward to working with CABA to contribute to the strengthening of an industry that will improve the comfort, productivity and efficiency of today's buildings," stated Pacelle. "CABA contributes an important perspective to our industry, bringing a unique mix of companies, individuals and organizations together to advance the adoption of home and building automation solutions."

Pacelle holds a BS in Industrial Engineering from Lehigh University and an MBA from Boston College's Carroll School of Management.

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/>.

Media Contact:

Rawlson O'Neil King
Communications Director, CABA
king@caba.org
613.686.1814 x225
888.798.CABA (2222)