

Rheem Joins CABA Board of Directors

November 6, 2017

The Continental Automated Buildings Association is pleased to announce that Rheem has joined its 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.

"We are very happy to welcome Rheem to the CABA Board," stated Ronald J. Zimmer, CABA President & CEO. "As one of the industry's leading original equipment manufacturers, we are extremely appreciative of their commitment to our organization and to building automation industry."

Rheem is a leading global manufacturer of heating, cooling, water heating, commercial refrigeration and pool heating equipment for both residential and commercial applications.

Nitish Singh, Vice President of Product Management and Marketing at Rheem, will represent the company on the CABA Board.

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In this role, Singh leads product strategy, product management, and marketing functions. Of particular importance, Singh leads the Smart Products program across the enterprise for Rheem with an emphasis on energy and water conservation, demand response, appliance health, and lifestyle conveniences. Prior to joining Rheem, Singh held several roles of increasing responsibility at United Technologies in brand strategy, product management and business management functions.

“I am quite happy to join the CABA Board of Directors,” stated Singh. “CABA has a formidable reputation for promoting the building automation industry through research, networking and information exchange and Rheem plans to capitalize on this expertise as well as contribute to the organization in the most fulsome fashion.”

Singh holds a Master’s degree in Marketing from The Ohio State University, a Master’s degree in Aerospace Engineering from Virginia Tech and a Bachelor’s of Science degree in Mechanical Engineering from India.

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About CABA

The Continental Automated Buildings Association (CABA) is an international not-for-profit industry association dedicated to the advancement of intelligent home and intelligent building technologies. The organization is supported by an international membership of over 330 organizations involved in the design, manufacture, installation and retailing of products relating to home automation and building automation. Public organizations, including utilities and government are also members. CABA's mandate includes providing its members with networking and market research opportunities. CABA also encourages the development of industry standards and protocols, and leads cross-industry initiatives. More information is available at www.caba.org.

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