



Tucker Boren of Acuity Brands Joins CABA Board of Directors

January 30, 2018

The Continental Automated Buildings Association is pleased to announce that Tucker Boren of Acuity Brands, Inc. has joined its Board of Directors. Boren replaces Trevor Palmer who was appointed to the CABA Board in 2016.

Acuity Brands, Inc. is a North American market leader and one of the world's leading providers of lighting solutions for both indoor and outdoor applications. With net sales of over \$3.5 billion in 2017, Acuity Brands employs approximately 12,000 associates and is headquartered in Atlanta, Georgia, with operations throughout North America, and in Europe and Asia. Tucker Boren, the firm's Director of Business Intelligence will represent Acuity Brands on the CABA Board.

"CABA is excited to welcome Tucker Boren to its Board of Directors," stated Ronald J. Zimmer, CABA President & CEO. "We are confident that his leadership, expertise and guidance will have a valuable impact on both our association and the industry."

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Mr. Boren is a senior marketer with significant experience in strategy, intelligence, brand and product management, and operations. His specific focus is on business-to-business marketing strategy that targets leading business solutions and technology companies. He is also particularly interested in emerging geographic markets and international marketing.

Mr. Boren's subject matter expertise includes information technology services, especially cloud computing, along with marketing to small and medium businesses and through indirect business partner channels.

He holds a B.S. in Marketing, International Business and French from Washington University in St. Louis. He also holds a M.A. from Webster University in Computer Resources and Information Management and an M.B.A. from Emory University.

"I am honored to join the CABA Board to help create value and grow the sector," stated Boren "Along with leveraging my marketing and strategy experience, I look forward to helping the association entrench itself as the thought leader in both the building automation and home systems space."

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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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