



## MEDIA RELEASE

### **Trevor Deters of Steelcase Appointed to the CABA Board of Directors**

The Continental Automated Buildings Association (CABA) is pleased to announce the appointment of Trevor Deters, Director of Product Marketing of the Steelcase Smart + Connected Category, to the CABA Board of Directors. Steelcase is a leading manufacturer of furniture for offices, hospitals, and classrooms that is inspired by innovative research in workspace design. CABA is an international nonprofit industry association dedicated to the advancement of connected home and intelligent building technologies.

In his current role, Mr. Deters leads a global team who develop and manage a suite of data-driven solutions that work together to help organizations make better decisions about how to use space and give their employees a great experience at work. He has spent the past 10 years at Steelcase building a technology business which now includes room scheduling devices and software, employee experience apps, collaboration technology, and an IoT platform that provides analytics and insights on workplace utilization and performance. Trevor holds a B.A. in Business Administration and Spanish from Calvin University and an MBA from Grand Valley State University. He is currently based in Grand Rapids, Michigan.

“I am very pleased to welcome Trevor Deters to the CABA Board of Directors,” said Ron Zimmer, CABA President & CEO. “Each of the areas that Trevor has worked in, from room scheduling and employee experience to collaboration and IoT platforms, are transforming rapidly—especially so in these uncertain times—and his extensive experience and insight into that evolution in the technology marketplace make him significant asset to the CABA Board.

“Steelcase has always been focused on designing the future of the workplace, and now more than ever, reinvention is needed as companies reopen their offices to their employees. Smart building technology will play a pivotal role in this reinvention, so I am thrilled to join the Board at CABA, an organization that has for decades been at the forefront in bringing together intelligent-building technology expertise.”

#### **About Steelcase**

For over 105 years, Steelcase Inc. has helped create great experiences for the world’s leading organizations, across industries. The company demonstrates this through its family of brands – including Steelcase®, Coalesse®, Designtex®, PolyVision®, Turnstone®, Smith System®, Orangebox® and AMQ™. Together, they offer a comprehensive portfolio of architecture, furniture and technology products and services designed to unlock human promise and support social, economic and environmental sustainability. Steelcase is globally accessible

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through a network of channels, including over 800 Steelcase dealer locations. Steelcase is a global, industry-leading and publicly traded company with fiscal 2018 revenue of \$3.1 billion. For more information, visit [steelcase.com](http://steelcase.com).

### **About CABA**

CABA is an international not-for-profit industry association dedicated to the advancement of connected home and intelligent building technologies. The organization is supported by an international membership of over 380 organizations involved in the design, manufacture, installation and retailing of products relating to integrated home and building technology. Public organizations, including utilities and government organizations 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 [CABA.org](http://CABA.org).

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