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BRUCE SHER TO HEAD SELEX ES' SMART BUILDING DIVISION

The global technology company [Selex ES](#) of Finmeccanica announces that it has hired smart grid energy expert, Bruce Sher, to head its Smart Building Division and the sales efforts for its Di-BOSS™ system, a new generation of digital building operating system launched last month.

“Bruce is an outstanding addition to the Smart Buildings team in the U.S.,” says Bill Nieuwkerk, Chief Executive Officer of Selex ES' North American subsidiary managing the Smart Building program. “His proven expertise in energy management and smart grid technology will be critical for optimizing partnerships and placements of our Di-BOSS system. This breakthrough product will have a direct impact on people’s lives, allowing for a smarter, more responsible and collaborative approach to building energy management.”

Sher joins Selex ES from Weston where he was responsible for leading the energy services team and driving integrated energy management and environmental solutions. He has over 25 years of executive energy management experience on both the utility and customer sides of the meter including substantial experience with building control systems. He has managed innovative approaches to the integration of supply- and demand-side resources and has been involved with two start-up smart grid ventures. Sher became an Association of Energy Engineers Certified Energy Manager in 1985 and holds a B.S. in Biophysics from the University of Michigan and an M.S. in Energy Management and Policy from the University of Pennsylvania.

The Di-BOSS system, a joint development of Selex ES, [Rudin Management](#), one of the largest privately held property management companies in New York City, and [Columbia University](#) through its School of Engineering and Applied Science, is an entirely new kind of digital building operating system solution. Di-BOSS integrates a building’s systems into one easy-to-use, cockpit style dashboard interface that provides building managers with real time, occupancy-driven data and forecasts to support optimal scheduling and operating decisions. Energy usage is also visible by tenant, helping them understand and better control their individual energy consumption patterns.

Rudin Management piloted the Di-BOSS™ system in two of its largest New York City commercial properties covering over 2 million square feet of space. Rudin’s team provided critical input to the system’s design and functionality. Based on documented energy savings and operating improvements, Rudin will deploy the Di-BOSS operating system in their additional 14 commercial buildings. “Bruce’s experience will ensure that Di-BOSS customers understand and take advantage of the system’s many benefits to save both energy and money,” said Gene Boniberger, SVP for Operations at Rudin Management. Columbia University energy researcher and professor, Dr. Roger Anderson, adds, “Bruce’s credentials in smart grid science are exemplary and Di-BOSS customers will profit quickly and substantially from his expertise.”

“I am excited to be involved with Selex ES’ new Di-BOSS system,” says Sher. “This innovative system will harness and accelerate the benefits of smart grid engineering and result in significant optimization strategies and cost savings for building managers and their tenants. We will continue to work closely with Rudin and Columbia and will establish key partnerships with building system vendors and expand our customer base. Selex ES generated significant interest with the Di-BOSS market launch last month and I look forward capitalizing on it.”

www.di-boss.com

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About SELEX ES

SELEX ES, a Finmeccanica company, is an international leader in electronic and information technologies for defense systems, aerospace, data, infrastructures, land security and protection, and sustainable solutions. From the design, development and production of state-of-the-art equipment, software and systems to through life support, Selex ES partners with its customers to deliver the information superiority required to act decisively, complete missions, and maintain security and protection for operational effectiveness. Selex ES is an integrated global business with a workforce of approximately 17,700 and total revenues in excess of €3.5 billion. With core domestic operations in Italy and the UK, the company also has a strong presence in the United States, Germany, Turkey, Romania, Brazil, Saudi Arabia and India. For more information, www.selex-es.com

About Rudin Management

The Rudin family has owned New York City real estate for more than 100 years. Family-run since its founding, the family’s real estate holdings rank as one of the largest and most respected privately owned portfolios in New York City. Among its holdings are 17 office buildings containing approximately 10 million square feet of space and 21 apartment buildings comprising more than four million square feet of residences. The Rudin family is committed to developing sustainable real estate that is respectful of its environment and surrounding community. For more information, visit www.rudin.com.

About Columbia Engineering

Dr. Anderson’s team at the Center for Computational Learning Systems in the Fu Foundation School of Engineering and Applied Science of Columbia University in the City of New York encompasses exploration of next generation software and Machine Learning systems to control electric grids, manufacturing operations, and the recharging of fleets of Electric Vehicles. His team specializes in the Smart Grid, Smart Cities, Optimization of Control Center Operations of Energy Companies, Real Options and Portfolio Management, as well as 4D Reservoir Management and Hydrofracking in the oil and gas industry, as well as Alternative Energy Research. See <http://eesc.columbia.edu/faculty/dr-roger-n-anderson> and <http://cccls.columbia.edu>. Dr. Anderson’s team is also affiliated with Columbia’s Earth Institute and Institute for Data Sciences and Engineering.

Columbia University’s Fu Foundation School of Engineering and Applied Science, founded in 1864, offers programs in nine departments to both undergraduate and graduate students. With facilities specifically designed and equipped to meet the laboratory and research needs of faculty and students, Columbia Engineering is home to NSF-NIH funded centers in genomic science, molecular nanostructures, materials science, and energy, as well as one of the world’s leading programs in financial engineering. These interdisciplinary centers are leading the way in their respective fields while individual groups of engineers and scientists collaborate to solve some of modern society’s more difficult challenges. <http://www.engineering.columbia.edu>.