



## **Troy Maeder**

### **Business Development & Strategy – Associate Director**

**Troy Maeder** is the Director of Strategy and Business Development at Carrier/Automated Logic Corporation (ALC), and he works at ALC's corporate headquarters in Kennesaw, GA (Atlanta suburb). He has worked in the building automation industry his entire career (36+ years), starting with MCC Powers. In 1986, he became co-owner of a new BAS contracting business, which was sold in 1989, at which point he joined ALC. He has had the opportunity to serve a wide range of roles throughout his career at ALC, including: District Sales Engineer, Branch Manager, National Accounts Manager, launching and leading the OEMCtrl brand division, Director of Operations, Director of R&D, and then Director of Product Management prior to his current role leading business & product strategy development and business alliance initiatives. Troy holds a Bachelor's Degree in Mechanical Engineering from Virginia Polytechnic Institute and State University.