



**DEB NOLLER**  
CEO, Switch Automation

“ Buildings, real estate and operations haven’t undergone the technology-driven disruption that we have seen in other industries. This type of change is now imminent. In the next 3-5 years, we will see enormous opportunities for the companies and people who adapt and embrace the new technologies. ”

Deb grew up in a family of builders. She spent her childhood hiking New Zealand’s South Island National Parks, and ended up studying environmental management in university. She soon realized her knack for technology and finished her studies in the technology field. She’s since racked up 16 years as a software engineer and almost that many as CEO of a tech company.

Deb Noller is the CEO of Switch Automation. When our company was small, that meant anything from washing dishes, to CFO-duties and everything in between including, sales, marketing, after sales support, writing documentation and fundraising.

As we grow, we have been able to hire truly amazing people to take on these various roles, so Deb can now focus on growing the company. Most of her time is spent with the senior team, business planning, developing strategy and building the team.



## Deb is most proud of...

Developing Switch Automation, both the direction of the technology and the development of the team. In 2005, when Switch was first founded, building automation looked vastly different. Big data and cloud were unheard of in the industry and as the outward facing partner on the team, Deb had a unique perception of the changes in the market.

In 2012 we launched our platform, which still to this day is the only company in the world with a full featured portfolio management platform that does everything from data management, analytics, fault detection and controls in a cloud-hosted architecture.

Deb loves that Switch Automation is perfectly positioned for the changes that are coming in the industry. The other thing that makes Deb proud every single day, is the quality of the team. Not only are they professionally incredible people but they are genuinely fun and good to be around.

## When Deb isn't busy being the Switch CEO, you can find her...

- > Cooking— her 'happy-place' creative outlet
- > Outdoor activities that require a reasonable level of physical exertion— hiking, cycling and running
- > Hot yoga— fabulous for taking work out of your mind

### EDUCATION



Bachelor Commerce (major in Computer Science)  
*James Cook University 1988*

### MEMBERSHIP



Advisor – Realcomm  
Springboard *Australia class of 2013*  
Dell Women's Entrepreneur Network  
Dell Founders 50 2014  
Heads Over Heels  
Rare Birds – Top 50 Female Entrepreneurs in Australia

### SPEAKING EXPERIENCE



Microsoft //build, *San Francisco 2016*  
Microsoft Ignite, *Gold Coast Australia 2016*  
Green Cities, *Sydney 2016*  
Green Cities, *Melbourne 2015*  
CABA, *Washington DC 2015*  
CABA, *Toronto 2014*