

Reliable Controls names Cameron Lutz as vice president of Marketing and Communications

Victoria, BC, Canada—Reliable Controls is pleased to announce the appointment of [Cameron Lutz](#) as vice president of Marketing and Communications. In his new role, Cameron leads the Marketing, Website Operations, Training, Creative Services, and Technical Communications teams to amplify the company's standing as a global leader in building automation technology.

Cameron joined [Reliable Controls](#) in January 2020 as marketing manager, where he demonstrated his collaborative, compassionate leadership style to empower efficiencies and expand the company's marketing efforts. Prior to that, he held various roles at controls contracting companies working with Automated Logic and Reliable Controls products, at times overseeing system design, service and operations, and sales and business development. He is an Applied Science Technologist with a specialty in mechanical engineering and a LEED Accredited Professional designation.

"At Reliable Controls I've found my forever home," says Cameron. "As a contractor I often brought my customers to the Reliable Controls headquarters for tours and wished I could work in an environment like that. Now I do, and I'm fortunate to be part of an international organization that cares and makes a difference around the globe. Every day I am more motivated than the last to make sure everyone knows who Reliable Controls is and what makes us different."

"By cultivating stronger leadership and improved workflows in each of his subdepartments," says [Tom Zaban](#), Reliable Controls president, "Cameron has helped build bridges of trust, respect, and understanding among team members, and as a result, the effectiveness of our Marketing department, in my opinion, has never been stronger than it is today."

With his impressive experience and commitment to developing strong partnerships with the Reliable Controls Authorized Dealer network, Cameron's strategic leadership will help guide company innovation and growth in the coming years.

Reliable Controls is a worldwide leader in building automation and controls, with over 200 factory-certified partners in more than 40 countries and a [LEED Platinum-](#) and [ISO-certified](#) corporate office and manufacturing facility in Victoria, Canada.

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