**For Immediate Release**

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**CAC Appoints Director, Customer Experience**

*Energy and internal environment quality (IEQ) specialist embraces customer centric approach*

***Kingston, Jamaica***: Indoor environment control company CAC 2000 Limited (CAC) proudly announces the appointment of its first Director, Customer Experience. Colin Roberts assumed his new position effective November 1, 2021.

“In keeping with our company’s renewed vision, CAC is committed to delivering on our promise of *Improving Peoples’ Lives* by excelling as the leading experts in Energy and Indoor Environmental Quality (IEQ),” explained CEO, Gia Abraham.

“With deep technical knowledge, excellent communication skills and strong customer relationships, Colin is perfect for this new role which seeks to enhance the customer experience through the smooth delivery of projects and service,” she added.

In fact, Roberts brings over two decades of experience with the company which listed on the Jamaica Stock Exchange (JSE) in 2016. As a founding Executive Director, Roberts has served in many capacities including Chief Technical Officer responsible for Sales, Projects and Engineering.

An engineer by training, Roberts holds a Bachelor of Science Degree in Electrical and Computer Engineering and a Master of Business Administration (MBA) from Nova University. He augmented his education through the Harvard Business School Key Executive Programme and the Kellogg School of Management Leadership Development Course.

“In support of our strategic vision, I am delighted to embrace a customer-centric approach, that includes focus on our People Development, Operational Efficiency and Diversification. Our systems, procedures, products, and services are designed to uniquely serve our Commercial, Government Agency, SME and Residential Customer needs. We see that there exists a myriad of opportunities to improve the lives or livelihood of our customers by taking a customer-first approach to the development of solutions in the area of energy and IEQ,” Roberts noted.

Widely known and respected for the provision of air conditioning systems, CAC offers consultation, design, sourcing, installation and servicing of a wide range of efficient air purifiers, filters and cooling systems.