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Industrial Internet of Things VC Adds Silicon Valley Veteran to Advisory Board
McRock Appoints Ron Sege, Chairman & CEO of Echelon and Former President of 3Com



Toronto, Ontario---October 14, 2014 - McRock Capital is pleased to announce that it has appointed Mr. Ron Sege to its [Advisory Board](#). McRock will leverage the expertise of its outstanding Advisory Board to provide business guidance and mentorship to its Industrial Internet of Things portfolio of investments.

Ron Sege has served as President, and Chief Executive Officer of Echelon Corporation (NASDAQ:ELON) since August 2010 and he has been Chairman of the Board of Directors since October 2011. Before Echelon, he served as President, Chief Operating Officer and Board Director of 3Com Corporation from 2008 through to its acquisition by HP. Earlier, Ron was President and Chief Executive Officer of Tropos Networks, Inc., a provider of wireless broadband networks; President and Chief Executive Officer of Ellacoya Networks, Inc., a provider of broadband service optimization solutions based on deep packet inspection technology; and Executive Vice President of Lycos, Inc., the Internet search engine. From 1989 to 1998, he served in a variety of senior management roles at 3Com Corporation, including Executive Vice President, Global Systems Business Unit. Ron holds an MBA from the Harvard Business School and a Bachelor's degree in Economics from Pomona College.

“Ron has led some of the most transformative high-growth technology companies during his impressive career. His passion and industry knowledge is an incredible asset to McRock as we partner with entrepreneurs to build world-class technology companies in the Industrial Internet of Things sector,” said Whitney Rockley, Co-founder and Managing Director of McRock Capital. “Ron understands the massive opportunity around the IIoT and the importance of partnerships and alliances as the physical and digital collide in Industrial markets.”

Ron Sege joins our distinguished founding entrepreneurs and technology executives, [Marzio Pozzuoli](#), [Harry Zarek](#), [Peter Williams](#), [Mike Fister](#) and [Peter Van Deventer](#), as the sixth member of McRock's Advisory Board.

About McRock Capital

McRock is an investment firm co-founded by venture capital veterans Scott MacDonald and Whitney Rockley and invests exclusively in Industrial Internet of Things companies across Canada and the US. The IIoT is about the intersection of sensors & software and large industrial markets. For more information, visit www.mcrockcapital.com. Follow McRock Capital on Twitter [@McRockCapital](https://twitter.com/McRockCapital)

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