



August 27, 2013

Industrial Internet VC Bulks Up Advisory Board

McRock Adds CEO of Compugen, a Serial Entrepreneur, and Two Silicon Valley Heavy Weights

Toronto, Ontario---August 27, 2013 - McRock Capital is pleased to announce that it has added four new members to its Advisory Board; Dr. Harry Zarek, Founder and CEO of Compugen, Mr. Mike Fister, CEO of Enecsys and a 20 year veteran of Intel Corporation, Mr. Pete Van Deventer, a California-based serial entrepreneur, and Dr. Peter Williams, CTO for IBM's Big Green Innovations. These four outstanding advisors now join Mr. Marzio Pozzuoli, Canada's Entrepreneur of the Year for 2013, to provide business guidance and mentorship to the companies McRock finances in the area of Intelligent Infrastructure and the Internet of Things.

Harry Zarek is the Founder and CEO of Compugen. In business since 1981, Compugen is one of Canada's largest IT Solution Providers. Headquartered in Ontario, the company provides technology infrastructure solutions focused on medium and large sized corporations and governments and has strong alliances with all of the major hardware and software manufacturers, including Cisco, IBM, HP, and Microsoft. Under Harry's stewardship, Compugen has realized impressive growth and last reported revenues of over \$450 million in 2012 and a staff of 1200.

Mike Fister is the CEO of Enecsys, an innovative and premier supplier of smart, highly-reliable grid-connected micro inverters and monitoring systems. Mike has over 30 years of experience in leading technology companies including five years as CEO of Cadence Design Systems, where he was responsible for growing the company from \$1.1 billion to \$1.6 billion in annual revenue. Previously, Mike spent over 20 years with Intel where he most recently served as Senior VP and GM of the \$3 billion Enterprise Platforms group reporting to the CEO. Here he was responsible for growing Intel's Solutions Business including successfully launching both 32-bit Xeon® and 64-bit Itanium® processor product lines, server chipsets, board-level products and related software tools.

Peter Van Deventer is the co-founder and Managing Partner of Integrity Global Management. Pete is an established veteran of global technology market development with over 25 years of experience. His career path ranges from venture-backed CEO to Fortune 100 sales, marketing and operations executive. Previously, Pete was the CEO of SynapSense, a leading data center energy management company and an executive at Intel.

Peter Williams is the Chief Technology Officer for IBM's Big Green Innovations incubator and holds the title of IBM Distinguished Engineer. He has been heavily involved in creating the intellectual foundation for IBM's "Smarter Planet" initiative. His particular areas of focus are water management solutions and utility infrastructures. By background, he is a management consultant with well over 20 years of experience bringing technology and business issues together to develop novel solutions and business models. Williams holds or co-holds 6 US patents with others pending. His PhD was awarded by the School of Management at the University of Bath, England, in 1986.



About McRock Capital

McRock is a venture capital firm co-founded by VC veterans Scott MacDonald and Whitney Rockley. McRock invests exclusively in Intelligent Infrastructure companies across Canada and the US. Intelligent Infrastructure is about the intersection of sensors, machines & software and large industrial markets - some are calling it the Industrial Internet or the Internet of Things. For more information, visit www.mcrockcapital.com.