



FOR IMMEDIATE RELEASE:

RBTC announces appointment of new President & CEO

Roanoke, Virginia, March 18, 2017: The Roanoke-Blacksburg Technology Council (RBTC) / Roanoke Blacksburg Innovation Network (RBIN) announces the appointment of Robert McAden as their new President & CEO. Mr. McAden has been part of the RBTC since its inception and has served on the Board's Executive Team for over 3 years, first serving as Treasurer before becoming Board Chair in 2015. He will assume responsibilities on March 20, 2017. "Following a competitive national search, the transition team, e-team, and board tapped Robert McAden as the CEO of the Roanoke Blacksburg Technology Council. Robert is no stranger to the region or to our RBTC board. He knows our community, he understands the innovation ecosystem of the two valleys, and he clearly comprehends the aspirations of our region. He has been a key player in identifying and aligning the region's technology assets as well as connecting the technology community to regional resources. In his former role with Rackspace as well as his extensive contributions to the RBTC board, this familiar face will work closely with leaders throughout the region to advance the mission of an emerging innovation ecosystem." Susan Short, Executive Committee, RBTC Board of Directors.

McAden is a 20 year resident of Roanoke City who has worked for various technology companies in the Roanoke and New River valleys. His experience includes software development, database architecture, project management, and site leadership. His most recent position was as Director of Blacksburg Site Operations for Rackspace. McAden is also active in the region's start-up community, having co-chaired Startup Weekend Roanoke, judged numerous startup competitions, and served on the advisory boards for NuSpark and RAMP. He is a graduate of Randolph-Macon College and resides in the Raleigh Court neighborhood with his three daughters. "I am honored to be selected to serve as the President & CEO of the RBTC/RBIN during this exciting time for our member organizations and our region. With the opening of RAMP this Summer, the creation of an innovation district in Roanoke, and the growth of our technology sector, we are in the midst of a critical time for our technology and innovation ecosystem. I am eager to work with others across our region to ensure the future vitality of our valleys." Robert McAden

The RBTC is a member-driven association working to promote the growth of the Roanoke-Blacksburg technology and innovation community. We are the essential business resource for technology entrepreneurs and companies seeking to achieve greater success. Our membership ranges from emerging technology firms to the largest employers in the region. The RBTC is building a community that is a catalyst for innovation, inspiration, success, and leadership within the Roanoke-Blacksburg region.

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