

Alea Labs announces addition of Al Mejia as Strategic Advisor

Mr. Mejia brings extensive executive HVAC-industry experience to Alea Labs

Redwood City, Oct 2, 2020 ([IssueWire.com](https://www.issuewire.com)) - Alea Labs Inc. is pleased to announce that Al Mejia has joined its Strategic Advisory Board. In this role, Mr. Mejia will help guide Alea Labs' commercialization of its revolutionary HVAC demand-response technology, which provides both retrofitted homes and new homes unmatched room-by room temperature comfort and 50% reduction in HVAC energy consumption.

"I was attracted by Alea's mission to bring demand-response control to central forced air HVAC. This is an area that has lagged innovation and has failed to satisfy consumers, while utilizing the bulk of residential energy," Mr. Mejia said. "Bringing this technology to North American households will lead to healthier homes and will benefit the environment by substantially reducing carbon dioxide emissions."

Mejia comes to Alea Labs after four years as Vice President of Johnson Control where he served as General Manager of its Hart and Cooley division. In addition to his experience at Johnson Control, Mejia has extensive experience with HVAC distribution channels and with the building industry.

"I am delighted that Al has agreed to join our Strategic Advisory Board," said Hamid Farzaneh, CEO and co-founder of Alea Labs. "His breadth of experience and strategic vision will help Alea rapidly scale adoption across the market."

This announcement comes after Alea Labs' participation as a launch partner for Amazon's new [Alexa Energy Dashboard](#), which enables households to track, manage, and save on energy usage.

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Source : Alea Labs

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