



Deming Center For Entrepreneurship Names Power Tagging Executive To Advisory Board

The CU-Boulder Deming Center for Entrepreneurship has appointed accomplished business leader Steven Berens to its board of advisors.

Boulder, CO – November 1, 2011 - Power Tagging's Chief Marketing Officer and Co-Founder has been named to the [CU Deming Center Advisory board](#). The advisory board selects entrepreneurs, venture capitalists and service providers that are active in startup and fast-growth companies or entrepreneurship organizations. The board serves as a communication forum between the entrepreneurial business community, the Leeds School of Business and the College of Engineering and Applied Science. The board's objective is to generate ideas for growth and direction for the Deming Center. It also provides expertise in entrepreneurship, venture capital financing, business operations and entrepreneurship research; and provides a source of professional contacts and job opportunities for entrepreneurship students.

"We are pleased to add prominent business leaders from the community to our Board of Advisors. Mr. Berens demonstrated success in multiple startups and corporate endeavors making him an excellent addition to our advisory board" said Paul Jerde, executive director of the Deming Center for Entrepreneurship. "The success of companies like Power Tagging provide a symbiotic benefit to the Deming Center and the business community."

"It is an honor to be named alongside such an esteemed group of business leaders," commented Steven Berens, chief marketing officer, of Power Tagging. "The Deming Center has long been recognized as a leader in the entrepreneurial community and is a shining example of how industry and universities can collaborate."

Mr. Berens' involvement with the Deming Center includes serving as a founding corporate partner of the [CU Cleantech](#) Foundation. CU Cleantech is dedicated to building upon the University's leadership in cleantech and renewable energy research and commercialization capabilities. The organization was founded in 2011 with the purpose of positioning the University as the main regional hub of innovation and commercialization within the rapidly expanding cleantech ecosystem. The collaborative initiative fosters entrepreneurship, industry involvement and student opportunities. CU Cleantech continues to add new members as the Colorado community of industry joins together to demonstrate leadership and foster cleantech growth.

About the Deming Center for Entrepreneurship in the Leeds School of Business at the University of Colorado at Boulder

The Deming Center for Entrepreneurship at the Leeds School of Business advances the University of Colorado at Boulder's nationally-known program in entrepreneurship education through collaborative

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initiatives with the business community and across campus. The Deming Center is at the heart of why the Leeds School is consistently ranked among the top 25 programs for entrepreneurship. Deming Center students get cutting-edge business and entrepreneurship courses; access to specialty programs in cleantech, bioscience, and natural/organic products; a rich connection of cross-campus opportunities; and engagement with the Boulder region's network of successful, innovative entrepreneurs.
<http://Leeds.colorado.edu/deming>

About Power Tagging

Power Tagging is the leader in next generation grid communications for the 21st century. Power Tagging's rapidly growing team is focused on delivering excellent solutions that fundamentally transform what is expected from the power grid. Power Tagging leverages its patent-pending technology for digitally "tagging" electric power and attached devices to drive solutions in voltage conservation, grid mapping, fault isolation, electric vehicle integration, demand side management and grid cyber security. Backed by a leading Utility and the National Science Foundation, Power Tagging solutions are ready for immediate adoption and maximum impact.