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**GOOGLE'S THORSEN TO KEYNOTE TMA'S 2020 ANNUAL MEETING, OCT. 27**

**October 7, 2020, McLean, VA** – The Monitoring Association (TMA) is pleased to announce that Wayne Thorsen, Managing Director, Hardware Business Development for Google, will deliver the keynote address at its upcoming 2020 Annual Meeting. Mr. Thorsen will speak virtually via Zoom on Tues., Oct. 27<sup>th</sup> at 11:10 AM [EST]. Full details and registration options are available at [www.tma.us/annual-meeting/](http://www.tma.us/annual-meeting/).

“This has been a year like no other where we are reminded of how essential our service is to the homes and businesses of this country and of this world,” said Don Young, president of TMA. “TMA has come together, in partnership with many other organizations dedicated to the well-being of our customers and employees, to educate and advise on how to navigate through these uncharted waters. I am truly blessed and proud to serve amongst so many selfless individuals who have volunteered their time these last nine months to share best practices and help guide each other regardless of competitive pressure. I believe that crisis brings clarity and I am inspired by the meaningful work TMA has done this year to deal with the pandemic, but more importantly, to give our members the opportunity to share in the benefits of what the future holds for our industry. Two of those benefits will be the continued development of standards as referenced in our latest edition of *TMA's Dispatch* and exploring how machine learning and artificial intelligence could play key roles in that effort. We are fortunate to have Wayne Thorsen from Google as our keynote speaker this year who will share his thoughts on how he sees this technology advancing and accelerating in the months and years ahead. He will provide some insight on how Google views the opportunities in our industry going forward,” added Young.

In his current position, Mr. Thorsen leads the global business development teams that manage partnerships for a portfolio of Google products and services, including: Google Home; Nest; Chromecast; Google WiFi; Google Pixel; Google ATAP (Advanced Technology And Projects); and, Google Daydream (Augmented Reality and Google Lens). Prior to joining Google in May 2018, Mr. Thorsen served as Senior Vice President, Marketing

and Strategic Partnerships for San Francisco-based So-Fi. He also previously led the Corporate Development team at Viacom, where he was responsible for leading M&A and strategic partnerships across the international media company.

Set for Tues., Oct. 27 to Thurs., Oct, 29, 2020, TMA's 2020 Annual Meeting is open to all security industry professionals, regardless of TMA membership. The event is designed with the security executive in mind with sessions focused on topics such as creating new business revenue sources, cyber security, and M&A trends. In all, a series of eight education sessions will be delivered virtually over the course of the three-day event. Speakers are industry thought leaders, respected entrepreneurs, and business experts. In addition to the educational program, daily networking and social events will also be featured, as well as a virtual trade show.

Underwriter's Laboratories (UL) is the premier sponsor of this year's meeting. Other industry sponsors include Full Meeting Sponsors: ADI; Altronix; Bold Group; Bosch; CIBC Bank, USA; DMP; MAS; NAPCO Security Technologies; Resideo, and TRG Associates. Event Meeting Sponsors include ADT; Alarm.com; ALARMAX; Calipsa; DICE Corporation; Johnson Controls; and, OneTel. Park Associates is our 2020 Organizational Sponsor. *Security Sales and Integration Magazine* is our official media sponsor.

For complete details and registration options, go to [www.tma.us/annual-meeting/](http://www.tma.us/annual-meeting/).

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#### **About The Monitoring Association**

The Monitoring Association (TMA), formerly the Central Station Alarm Association (CSAA), is an international non-profit trade association that represents professional monitoring companies, security systems integrators, and providers of products and services to the industry. Incorporated in 1950, TMA represents its members before Congress and regulatory agencies on the local, state and federal levels, and other authorities having jurisdiction (AHJs) over the industry. Learn more online at <https://tma.us/about-tma/>.