



## TOM COOLEY JOINS MODERN ATOMICS LLC BOARD

FOR IMMEDIATE RELEASE

### SHADING INDUSTRY VETERAN JOINS AUSTIN-BASED A.I. TECHNOLOGY DEVELOPER

*Austin, Texas – March 18, 2024* – Modern Atomics LLC proudly announces the addition of **Tom Cooley** to its esteemed Board of Advisors. With a distinguished career spanning several decades in the window covering industry, Tom brings unparalleled expertise and vision to the team.



#### Tom Cooley's Accomplishments:

- **Shade Brands and Lines:** Tom Cooley has been instrumental in developing multiple shade brands and product lines throughout his illustrious career.
- **Strategic Leadership at Screen Innovations (SI):** As the Chief Operating Officer (COO) at SI, Tom spearheaded the establishment of new shade lines, crafted brand strategies, and drove innovation through New Product Introductions (NPI). His hands-on approach extended to comprehensive management across operations, engineering, production, and research and development.
- **Master Fabric Index Pioneer:** Prior to SI, Tom Cooley created new roller/solar shade brands, both manual and motorized. His contributions extended to website development, product specifications, and multi-level pro forma pricing models for Vasa Window Covering Inc. Notably, he also pioneered the Master Fabric Index, a go-to resource for solar shade fabric selection in the industry.

**Michael Braithwaite, Chief Biological Officer and Chairman of the Board at Modern Atomics LLC,** expressed his enthusiasm about Tom's addition: "We feel very blessed and humbled to welcome Tom to our board. His wealth of knowledge in the window covering business is unmatched."

Tom joins an already power packed board of advisors that consist of industry heavyweights including one of the founders of CEDIA, award winning product developers and global sales and marketing thought leaders in both commercial and residential channels.

#### About Modern Atomics LLC:

Delivering Innovation Beyond the Ordinary, Modern Atomics is a technology development company with a proven track record of delivering an A.I.-Based connected home & workplace ecosystem of products to improve productivity and energy efficiency for a wide variety of residential and commercial environments. Founded in 2024 and headquartered in Austin, TX with offices in Singapore, Modern Atomics holds several patents in A.I. based power, control & distributed a/v products. For more information visit [www.modernatomics.com](http://www.modernatomics.com)

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