

# New Business Development Executive for Southeast Asia Abby Kong joins the Reliable Controls team

Victoria, Canada—Reliable Controls is pleased to appoint [Abby Kong](#) as its new [Business Development Executive](#) for Southeast Asia. Abby brings more than 20 years of experience in the building automation industry to this strategic role, reinforcing the Reliable Controls commitment to delivering people-focused technology solutions building owners and managers can rely on.

Abby's professional journey has led her from hands-on technical engineering and sales support roles to leading design teams, training staff, managing projects, and overseeing business operations at a senior level. Her management experience at a [Reliable Controls Authorized Dealer](#) gives her a comprehensive understanding of the company's solutions and valuable insight into the rapidly growing building automation market in Southeast Asia.

"I'm excited about this new chapter with Reliable Controls and look forward to working closely with our Authorized Dealers to drive success," says Abby. "I recognize that growth comes not only from overcoming challenges but also from adapting with patience and determination."



As Business Development Executive, Abby will empower Authorized Dealers in Southeast Asia to achieve business excellence while promoting [building control solutions that prioritize indoor air quality, cybersecurity, sustainability, and energy efficiency](#). Her ability to bridge technical expertise with business development will be invaluable as Reliable Controls continues to expand its presence in the region.

Outside work, Abby enjoys spending time with family, hiking, and caring for her dogs, Zoro and Luna. She is passionate about singing and embraces a philosophy of lifelong learning.

Reliable Controls is a worldwide leader in simple, flexible, sustainable building automation solutions. With a people-first approach, the company is committed to helping building owners and operators achieve their indoor environmental quality, energy efficiency, and operational goals.

Learn more about [Reliable Controls](#).

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Authorized Dealer near you today.**