

## SPEAKER INFORMATION

**Date:** *Wednesday, November 17, 2021*  
**Event:** *“How Water Efficiency/Conservation Is Changing in an Era of Growth and Drought” Panel*  
**Time:** *11:00 am – 12:00 pm*

**Jacob Atalla**

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Jacob Atalla is vice president of innovation and sustainability at KB Home, where he leads KB Home’s initiatives to make every home it builds more environmentally friendly and smart.

Educated as an architect, Jacob has over 35 years’ experience with technology and green building. He draws on this deep expertise to create innovative solutions for building homes that can promote the health of their residents, as well as the environment.

Jacob worked on the 2019 KB Home ProjeKt, a sustainable smart concept home for today, tomorrow and the future. The learnings from this concept home guided KB Home in introducing new smart and healthy home technologies for its production homes.

KB Home has built the most WaterSense® labeled homes in the nation. Also, the company has built over 160,000 ENERGY STAR-certified homes, and 12,000 homes with solar PV.

Jacob serves on the board of directors for Residential Energy Services Network (RESNET). Working with RESNET and other organizations, he helped in the development of the ANSI/RESNET/ICC 850-2020 standard for the calculation and labeling of the water use performance of homes, using the Water Rating Index.