



BIO

Rob Starr, PE

Strategic Technologies, Toro

Rob has over 37 years of experience in advanced engineering / manufacturing technology and operations management.

During his career, he has developed various intelligent weather-based controllers and other high-tech products for both the irrigation and electronics industries. Prior to joining Toro, Rob was the VP/General Manager of Aqua Conserve Inc., a manufacture of irrigation controllers and related ancillary products. And, with the Emerson Electric Company for 14 years serving in different capacities such as Director of Operations (Astec Power division) and Director – Systems Integration Group (Emerson Process Management division).

As a representative of The Toro Company he is the host of the award-winning NBC News Radio show “the Water Zone”. Rob is a member of the Board of Directors for the Building Industry Association (BIA), Rob also serves as a member of the Green Living Counsel for the Community Association Institute (CAI) and a member of the NAHB Green Standards Committee for Water Efficiency. In addition, he is a Board member of the Riverside Chambers of Commerce and also participates on the Strategic Advisory Board for California Baptist University – School of Engineering and El Camino Community College District’s Natural Sciences Advisory Panel.

Rob earned his B.S Electronic Engineering and MS-Physics degrees at California State University – Northridge. He is a registered Professional Engineer and possesses a commercial FCC Radio-Telephone license and is also an amateur radio enthusiast, KJ6MVG.