

The Value of Branding for Cleantech

Meet the Panel

CoGenra Solar, Preston Roper, CMO and VP of Corporate Development

Mr. Preston Roper has successfully launched and propelled high performance teams within the technology and renewable energy sectors for more than 20 years. He previously served as executive vice president of Corporate Development & Operations at Tioga Energy, a California-based developer of solar-as-a-service projects in the commercial and industrial sectors. Prior to his innovative work developing solar Power Purchase Agreements (PPAs) at Tioga, he held executive level positions at several technology start-ups, including Bitpass, NetDynamics, which was acquired by Sun Microsystems (JAVA), and Synopsys (SNPS, 1992 IPO). He began his technology career with Honeywell (HON) in Germany. Mr. Roper earned a Master of Business Administration from Stanford University Graduate School of Business, as well as Bachelor and Master degrees in Engineering from Stanford University.

About Cogenra: Cogenra offers distributed solar cogeneration solutions that combine photovoltaic power and hot water generation to deliver the lowest-cost solar electricity and heat.

eMeter, Kyle Arteaga, Global Head of Corporate Communications

Kyle Arteaga is Global Head of Communications for eMeter. Prior to joining eMeter, Kyle was Vice President, Corporate Communications at Serena Software and Global Head of Marketing Communications for Reuters Group in London and New York. He has also worked for technology start ups such as Netscape and started his career at Edelman Public Relations.

About eMeter: eMeter provides essential software that enables electric, gas and water utilities to realize the full benefits of Smart Grid. Leading utilities worldwide depend on eMeter Smart Grid Management software to reduce operational costs, improve customer service, and drive energy efficiency. With the most large-scale deployments in the industry and strategic partnerships with Accenture, IBM, Logica, and Siemens, eMeter has built a reputation for unparalleled expertise that ensures customer success.

Weber Shandwick Worldwide, William Brent, Executive Vice President of Cleantech Practice

As Weber Shandwick's Cleantech Practice leader, William advises companies, NGOs and foundations in renewable energy, water, energy efficiency, advanced transportation, smart grid and materials. He provides strategic and hands-on guidance to clients in corporate positioning, thought leadership, public policy and B2B marketing. With a background in original content creation, digital marketing and as China correspondent, William is always looking to take story-telling to the next level. He currently leads programs for such clients as INEOS Bio and Cobalt Technologies (biofuels), eMeter (smart grid management), Windtronics (wind energy), Proterra (electric buses) and Honeywell (building solutions), helping advance their integrated communications efforts. William is a founder of the Clean Economy Network, and an advisor to the US-China Clean Energy Forum among many affiliations. He speaks fluent Mandarin.

About Weber Shandwick: Weber Shandwick is a leading global public relations agency with offices in 73 countries around the world. Weber Shandwick provides strategy and execution across practices such as consumer marketing, healthcare, technology, public affairs, financial services, corporate and crisis management. Its specialized services include digital/social media, advocacy advertising, market research, and corporate responsibility. Weber Shandwick is part of the Interpublic Group (NYSE: IPG).

Westinghouse Solar, Gary Mull, Vice President, Marketing

Mr. Mull is responsible for leading Westinghouse Solar's brand and marketing efforts. He has over 25 years of experience identifying market opportunity, defining, developing, marketing and selling product and service solutions in both consumer and commercial markets. Prior to Westinghouse Solar, he held senior marketing roles with Siebel Systems, Onlink Technologies, and Software Publishing Corporation.

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About Westinghouse Solar: Westinghouse Solar is a manufacturer and distributor of solar power systems. The company's patented solar panel technology reduces the parts count by 80% and labor costs by 50% relative to ordinary panels, while improving aesthetics, safety and performance.

Moderator:

Porter Novelli, Amanda North, Global Head Energy + Environment

Amanda brings a wealth of experience in energy and the environment as well as building innovative fast growth companies. Prior to joining Porter Novelli, Amanda founded and served as managing director of Sequence, a digital branding agency, where her energy clients included Chevron and the cleantech venture capital firm Rockport Capital. In the 1990s, Amanda was president of Studio Archetype, a leading digital agency which designed websites for companies such as IBM, UPS and Nintendo. Amanda's previous roles in the hightech and internet space included managing the desktop publishing group at Apple Computer, and VP marketing at RasterOps, Global Village Communications and MedChannel. Amanda served as VP marketing at Calico Commerce and as a strategic marketing consultant to CEOs of early stage companies, funded by leading venture capital firms. Amanda worked on energy project financing at Kidder Peabody and subsequently ran the strategy team at Impell Corp., a publicly traded nuclear energy company, helping build their alternative energy practice. Amanda received her BA from Princeton University in politics and economics. She wrote her thesis on cogeneration. Amanda studied international energy policy at Trinity College, Cambridge through a Rotary Club Fellowship. She received her MBA from Stanford University's Graduate School of Business.

About Porter Novelli: Porter Novelli is a global public relations leader. Porter Novelli was founded in Washington, D.C., in 1972 based on the game-changing idea of applying strategic communications to changing behavior around social issues such as public health and social issues. Porter Novelli's expertise and experience encompasses energy + environment, health care, consumer marketing, corporate affairs, technology, public affairs, digital and social media. Porter Novelli's reputation is built on its foundation in strategic planning and insights generation and its ability to adopt a media-neutral approach. Part of the Omnicom Group Inc. (NYSE: OMC), Porter Novelli has 90 offices in 60 countries.