

## Global Solar Market Overview

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### Meet the Panel

#### **iSuppli, Michael Sheppard, Analyst, Photovoltaics**

Michael is an expert on PV industry competitive dynamics. As part of this role he maintains competitive profiles, as well as financial and manufacturing cost models on the high impact companies in the market. He is also a contributor to the PV team's cell raw material research (polysilicon and wafers) and is a contributor to the North America installation demand research. He has worked on many competitive analysis and opportunity assessment projects including those for customers in the cell/module value chain as well as the downstream players assessing the supply base.

Previously in his career, Michael managed a monthly survey of handset and wireless service users which tracked buying patterns and wireless carrier metrics. He has also contributed to the Mobile Handset Design Forecast Tool and Semiconductor Spend Analysis research programs.

**About iSuppli:** iSuppli is the global leader in technology value chain research and advisory services. The company is now part of IHS. Services afforded by IHS iSuppli range from electronic component research to device-specific application market forecasts, from teardown analysis to consumer electronics and from display device and systems research to automotive telematics, navigation and safety systems research.

#### **SunEdison, Catherine York, Vice President, Strategic Ventures**

Prior to her current position, Catherine served as the Managing Director for Caribbean & Latin America for SunEdison and was primarily charged with opening new markets. In addition, she served as the President of Caribbean Solar Alliance. Before starting at SunEdison, Catherine directed the Caribbean & Latin American P&L for a large telecommunications company for five years. She also worked for 15 years in public affairs and lobbying, during which she worked for the Democratic National Committee Chairman and was Executive Director of the DC Democratic Party.

**About SunEdison:** SunEdison is a global leader in delivering solar power, with solar installations, manufacturing plants, and 39 offices located throughout North America, Europe and Asia.

#### **San Francisco Chronicle, David Baker, Reporter**

David R. Baker covers energy for the San Francisco Chronicle, writing about oil, gasoline, electricity, alternative fuels and renewable power. He also focuses on local energy companies Chevron Corp. and Pacific Gas and Electric, Co. Baker previously worked for the Los Angeles Daily News, the Los Angeles Times and the North Hills News Record in suburban Pittsburgh, PA. He received his bachelor's degree in English from Amherst College and his master's degree in journalism from Columbia University.

**About San Francisco Chronicle:** The San Francisco Chronicle is San Francisco's main, general-interest daily paper, covering the city and the Bay Area since 1865.

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### **Winston & Strawn LLP, Jerry Bloom, Partner & Chair, Energy Practice**

Jerry Bloom is chair of the firm's energy, project development, and finance practice group and focuses his practice on the development, finance, and operation of domestic and international independent energy projects, electric industry restructuring and privatization, and mergers and acquisitions.

Mr. Bloom assists clients in structuring, financing, and developing energy infrastructure projects, including renewable, combined heat and power, and fossil-fuel generation. He has extensive experience in the negotiation of off-take and power purchase agreements, engineering, procurement, and construction contracts, operation and maintenance agreements, fuel supply agreements, syndication, and agency agreements. Mr. Bloom also has extensive experience before various local, state, and federal regulatory bodies that oversee infrastructure projects and has resolved numerous disputes among project participants, including disputes between utilities and their independent power suppliers. He has assisted in the development and operation of energy projects in the United States, Mexico, Costa Rica, Brazil, Turkey, Pakistan, Indonesia, Australia, the Philippines, and China.

***About Winston & Strawn LLP:*** *Winston & Strawn LLP is an international law firm with nearly 1,000 attorneys among 15 offices in Beijing, Charlotte, Chicago, Geneva, Hong Kong, Houston, London, Los Angeles, Moscow, New York, Newark, Paris, San Francisco, Shanghai, and Washington, D.C. The firm serves the needs of enterprises of all types and sizes, in both the private and the public sector. Through their depth and geographic reach, Winston & Strawn manages virtually every type of business-related legal issue.*

### **Westinghouse Solar, Barry Cinnamon, President, CEO & Director**

Barry Cinnamon is a long-time advocate of solar power and is a widely recognized solar power expert. Mr. Cinnamon started his career in solar energy in the late 1970's as a researcher into new flat plate and concentrating collector designs at the Massachusetts Institute of Technology (MIT). During the late 1970s and early 1980s, he designed and installed active solar, passive solar, and ground coupled heat pump systems.

Mr. Cinnamon's work in solar power computer modeling led him into the software industry, where he served as CEO of Software Publishing Corporation. Later, he founded Allegro New Media a multimedia software publisher, which he led to an IPO in 1995. He resumed his solar career in 2001 when he began installing rooftop solar power systems in California. His work on reducing costs of rooftop solar power systems has led to over 30 issued or applied for patents held by Westinghouse Solar.

***About Westinghouse Solar:*** *Westinghouse Solar is a designer and manufacturer of solar power systems. In 2007, Westinghouse Solar pioneered the concept of integrating the racking, wiring and grounding directly into the solar panel. This revolutionary solar panel, originally branded "Andalay", quickly won industry acclaim. In 2009, the company again broke new ground with the first integrated AC solar panel, reducing the number of components for a rooftop solar installation by approximately 80 percent and lowering labor costs by approximately 50 percent. This first AC panel, which won the 2009 Popular Mechanics Breakthrough Award, has become the industry's most widely installed AC solar panel.*

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### Yimei Wong (Moderator)

Ms. Yimei Wong is a multi-lingual entrepreneur with expertise in solar, energy storage and multi-platform negotiations. In the last decade, she has created a global network in energy. She is the Founder of Chinamagination LLC, which focuses on creating energy and technology collaboration opportunities for companies entering the Middle East, South America, US, and China. She is also the President of Safeguard Powers, a solar project development company in the US. Previously, Ms. Wong track record include leading the first Chinese solar company, Trinasolar, to jointly with the largest US utility, SoCalEdison, close 9-figured collaboration, accelerating its bankable brand, customer-base, and project development. Her energy career started at Chevron, and later on to Nanosolar. Ms. Wong's a strategist that advocates bi-lateral negotiations through cultural understanding and technology roadmap. She is a frequent speaker of renewable energy, job-creation, investment opportunities, and distressed asset trends. She is fan of advising CEOs, and currently looks forward to doing so on board positions.

### *Selection of Confirmed Attendees:*

**Accenture Management Consulting**, Consulting Analyst  
**Access Solar**, Founder  
**Ademe**, Engineer  
**ADP**, Energy Optimization  
**Aéroports de Paris**, Energy Manager  
**Air Liquide**, Marketing Analyst, Electronic & Photovoltaic Markets  
**Better Place**, VP Global Utilities  
**Clean Power Finance**, Business Development  
**Constellation Energy**, Project Engineer  
**Cool Earth Solar**, Business Development Manager  
**Deloitte & Touche**, Manager  
**Electric Power Research Institute (EPRI)**, Project Engineer  
**Energistics LLC**, Managing Director  
**GDF SUEZ**, Business development  
**Gestamp Solar**, Head of Corporate Strategy & Development  
**Gham Power**, President  
**IDC Energy Insights**, Research Analyst  
**IHS iSuppli**, Researcher  
**Inovateus Solar**, Senior Account Executive  
**ISSF (International Stainless Steel Forum)**, Marketing Manager, Long products  
**LAUSD**, Sustainability Specialist  
**Locus Energy**, Data Scientist, R&D Engineer, Product Manager

**Meridian Energy USA, Inc.**, Director, Project Development  
**Municipal Solar Company**, Director of Marketing  
**New Power Technologies**, General Manager, EV Solutions  
**New Solar Inc.**, Partner  
**Nosal Partners, LLC**, Senior Partner, Clean Tech Practice Leader  
**NRG Solar**, Director - Solar Finance  
**Ogilvy PR**, Account Supervisor  
**One Block Off the Grid**, Senior Solar Advisor  
**One Sun Inc.**, Director of Sales and Business Development  
**Ormat**, Sr. Business Development Manager  
**Paragon Developer Services**, Director  
**Polyceed Inc.**, CEO  
**PV Advanced Concepts**, Managing Member  
**PwC's PRTM Management Consultants**, Senior Associate  
**Renewable Portfolio Solutions**, Partner  
**SIG**, Chief of Solar Projects  
**Sullivan Solar Power**, National Director of Sales  
**Sungevity**, Sales Associate Manager  
**Sunplanter**, CEO  
**Thompson Technology Industries**, General Manager  
**Trina Solar**, Sales Director  
**UpSolar**, Business Development  
**VeraVista Solutions**, Principal  
**Wells Fargo**, VP