

PROFESSIONAL EXPERIENCE

EDP Renewables, Houston, TX / www.edprnadg.com

Marketing & Strategy - February 2020-Present

Sun Tribe Solar, Charlottesville, VA / www.suntribesolar.com

Vice President of Business Development, March 2020-December 2020

CohnReznick Capital / Rubicon Capital Advisors, New York, NY

www.cohnreznickcapital.com / www.rubiconcapitaladvisors.com

Director of Marketing & Business Development, Director of Global Marketing, October 2016-February 2020

American Council On Renewable Energy (ACORE), Washington, DC / www.acore.org

Interim Chief Operating Officer; Senior Vice President of Corporate Relations, December 2004-September 2016

Edelman Public Relations Worldwide, Silicon Valley, Mountain View, CA / www.edelman.com

Digital Lifestyle/Technology Consumer Team, July 2004-November 2004

White & Case, LLP, Washington, DC / www.whitecase.com

International Arbitration and Trademark Team, July 2002-August 2003

PUBLIC AFFAIRS, COMMUNICATIONS & MARKETING COMPETENCIES

- **Strategic Management & Leadership Experience**
 - Executive with eighteen years of public affairs strategy, external communications, business to business (B2B) relations, business to government (B2G) relations, and marketing leadership experience
 - Strategic, creative, analytical, data-driven, solutions-oriented, high-energy team player who has challenged and motivated teams to achieve exceptional results that directly impacted revenue generation, brand, message and content development
 - Passionate PR professional who pays immense attention towards details, deadlines, and continuous monitoring/evaluation of project objectives and milestones
 - Developed and executed global marketing strategies, overseeing collaboration between cross-functioning teams in fast paced environments that designed, defined, and developed marketing, communications and business development deliverables with goals of increasing organizational revenue, bolstering industry reputation and creating long-lasting positive industry disruption
- **Strong Written & Verbal Skills**
 - Expertise in developing go-to-market content and messaging for energy related communications & stakeholder outreach, as well as extensive experience building, positioning, and enhancing corporate organizational branding, reputation building, and industry leadership
 - Experience in drafting and editing everything from CEO talking points to board and corporate presentations, press releases, media alerts, marketing and sales collateral, corporate profiles, websites, blogs and social media content
 - Knowledgeable content researcher with solid issues management experience, who has conducted interviews, as well as provided strategic counsel on individual executive messaging and media training
 - Published in numerous national and international trade/industry journals and embodying excellent verbal and presentation skills, having presented at over 16 global conferences
- **Demonstrable Stakeholder Engagement**
 - Integrally involved in, led, and executed corporate participation in 90 global trade shows and conferences, finance roundtables and webinars, individual "C-Suite" executive committees, and thought leadership forums for global CEOs and senior executives focused on deployment of various structure finance products and platforms
 - Created, scripted and directed events engaging anywhere from 25 to 10,000 participants across a variety of topics and geographies that resulted in long-term industry impact and creation of industry-cited educational deliverables ranging from digital and print communications campaigns, twitter town halls, and publishing of quarterly thought leader industry market reviews
 - Involved in and led numerous finance industry conference planning committees focused at molding conference programming and determining conference themes, speakers, and onsite industry messaging

- **Proven Business Relationship & Industry Building Capabilities**
 - Proven relationship-builder, with key relationships with over 400+ global corporate, utility/IPP, banking, and finance entities, including 70 Fortune 500 companies
 - Led the development and management of key energy related roundtables, webinars, and other information-rich seminars and conferences connecting various segments of the power generation supply chain
 - Experienced lead for numerous public-private collaborations, including leading efforts around capacity building and communications on energy strategies globally
 - Fostered and led relationships with over 60 global non-profits and trade associations, negotiating marketing partnerships, setting up speaking opportunities at global events, and creating thought leadership positioning opportunities via blogs, social media, and other high-impact platforms
- **Diverse Marketing Experience**
 - Led a firm-wide rebrand three times, directly implementing everything from message exploration to rebrand strategy, service and product line differentiation & deployment strategy, development of new marketing and sales collateral, new website, website SEO optimization, new global CRM and new social media platforms
 - Implemented and facilitated strategic press relationships, digital media strategies and brand/visibility amplification for corporations ranging from early stage ventures to the Global 500
 - Developed and implemented strategic marketing and media programs with 200+ trade and regional news organizations, as well as directly engaged bloggers and grassroots level “influencers” resulting in increased organizational coverage and expanded media database
 - Impact driven and goal-oriented team player who has led over 220+ marketing and communications outreach efforts with multiple corporate constituencies, and under environments of rapidly changing priorities

EDUCATION

The University of Chicago, Division of Social Sciences, Committee on International Relations; Chicago, IL
M.A. in International Relations, Concentration in International Development, June 2004

Georgetown University, Edmund A. Walsh School of Foreign Service; Washington, DC
Honors B.S. in Foreign Service; International Law, Organizations, and Ethics, May 2002

SOCIAL MEDIA, AWARDS & BOARD MEMBERSHIPS

Twitter: @tomweirich

LinkedIn: <http://www.linkedin.com/in/tomweirich>

Recent Awards & Advisory Memberships: #Solar100 List by kWh Analytics (2015, 2016, 2017, 2018, 2019 & 2020); Top 40 Under 40 Solar Leader by Renewable World Magazine (2018); UL Renewables Advisor Board Member; Advisor for The Cleanie Awards

LANGUAGES & SKILLS

Languages: Czech (Business Proficient), German (Intermediate), Spanish (Beginner).

Computer: Adobe Professional, Campaigner, CVENT, Edge, E-Show, Factiva, Global Relay, MS Office (Word, Outlook, Excel, Publisher & PowerPoint), Marketo, Salesforce, Scanning, Summation, Vtrenz, SurveyMonkey, and WordPress

Certifications: OSHA 10 Certified