



Tom Weirich

Author | Marketer | Social Entrepreneur

It's time we took the risk again.

About the Author

Tom Weirich is a key facilitator that has connected pivotal players in the global renewable energy industry for over eighteen years, working with teams that have closed 300+ renewable energy transactions across a variety of technologies. Throughout his renewables journey, it's been the stories of how colleagues got their start in renewables that continues to inspire and empower him in his daily work.

As an award-winning marketing leader in the energy sector, he's a frequent industry panel moderator, speaker and OpEd contributor, focusing on innovation, entrepreneurship and market opportunities surrounding the US' clean energy transition. Weirich's passion for renewables extends beyond the confines of his day job, with countless hours spent promoting philanthropic efforts focused on technology innovation, career mentoring, workforce development and STEM education.

Interview Questions

1. Who should read this book?
2. Describe your writing process.
3. What are the traits of a successful risk-taker?
4. How do you assess a risk?
5. What's the book's call to action?

Let's Connect!



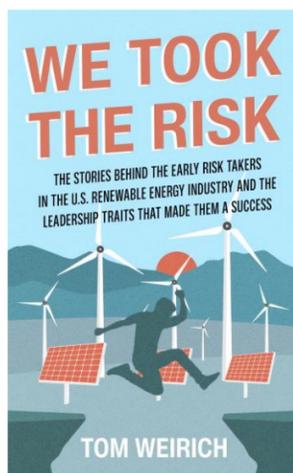
About the Book

Renewables are not for everyone.

It takes a passionate professional that's ready to take on risk and truly commit to creating an impact in the world around them. But how do you assess the risks that're worthwhile to take? How did renewables start in the U.S. and who took the first risks in growing the industry? What traits did they embody?

We Took the Risk dives into the personal journeys of twenty-five executives who, through their own combination of traits, took on the challenges of an early U.S. renewable energy industry. Far from being a self-improvement book or a glorified "who's who" run down, this book provides a backdrop by which to juxtaposition your own career journey. Using advice from his own experiences starting in the early 2000s, Tom Weirich lets you view the beginnings of the industry as if you were there, lock in step with these entrepreneurial leaders as they sifted through decisions that would forever impact the trajectory of renewables in the US.

We Took the Risk serves to empower and remind that no matter where you are in your own renewables journey, we all have the power to make an impact. We just have to take the risk.



681+
Books Pre-sold

\$28,357
in Pre-sales

78,000
Words

Early Praise for *We Took the Risk*

"Epic in scope and never more timely, *We Took the Risk* vividly reveals the decisions, technologies—and most importantly—the individuals who are shaping our energy future."

- **Mona Dajani, Partner & Global Energy and Infrastructure Leader, Pillsbury**

"The book is ultimately a compilation of real-world stories of grit and triumph over the odds, that will challenge you to reassess your concept of risk-taking. I would recommend this book to anyone who is aspiring to become a renewables leader." - **Mary Powell, Chief Executive Officer, Sunrun**

Tom Weirich's passion, intelligence and gift of storytelling shines throughout, leaving the reader empowered and ready to take a risk." – **Laura Beane, President – North America, Vestas**

www.wetooktherisk.com

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