



Contact Information:

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Biography:

Mr. Laughlin currently leads the team for the development of strategic channel partnerships for the company where he has worked for the last 6 years. He has more than 35 years of experience in sales and marketing, and executive leadership roles in the renewable energy, construction, high tech, and telecommunications industries. Prior to joining Standard Solar, Inc., he held the positions of Director of Sales for Suniva, Inc., a Norcross, GA based manufacturer of high efficiency solar cells and modules, and Manager, National Accounts, with SunEdison LLC, a vertically integrated solar power services provider based in Beltsville, MD. Previously he held a principle position with an architectural specialty fabricator as Vice President of Sales and Marketing, and as a Partner with Castle Rock Group LLC, working with organizations in the areas of Business and Organizational Development. Mr. Laughlin's background

includes start up experience as Chief Marketing Officer and Vice President of Strategic Planning with Astrea Systems as well as Fortune 100 experience with MCI and Sprint. He has a Fine Arts Education, is the recipient of numerous corporate and industry awards, and is a well-known speaker and author of several business articles.

Solar or Storage Experience:

14 years of increasingly responsible leadership positions in the solar and renewable energy industry.

Direct development and involvement in 100s of MWs of solar project deployment in DG, C&I, small scale utility, and community solar projects both domestically and internationally.

Numerous speaking and panel appearances as a subject area expert at local and national conferences throughout North America as well as internationally.

Direct work as a technology supplier, project developer, and in project finance.

Direct and indirect involvement in many state and national solar associations.

Past member of the DG development committee for SEIA.

My Priorities:

To further advance and support the renewable energy industry in North America at all levels, both state and national.

To actively participate in the emerging Colorado solar and storage market in all its forms.

To contribute to the development of policy that drives and accelerates the penetration of solar and storage technologies in the Mountain West and specifically in the Colorado market.

To support the realization of the promise of renewable energy for all communities at all socioeconomic levels as well as the state and the planet.

My Strengths:

Written and verbal communication skills.

Leadership and consensus building.

Negotiation and contract navigation with policy and legal teams.

Past board member of state and local associations in Washington and Oregon.

Familiarity with BOD environments and rules of order procedures.

Competent under pressure.

Pretty good hair for an old guy...