

Industry Experience

Energy Efficiency Sales
Technology Sales
Home Improvement Marketing
Sales & Brand Management

Functional Experience

Sales
Marketing
Branding
Coaching
Training
Management

Systems Experience

MS Office (Advanced)
CRM (Advanced)
Tracking Technologies
Website Development
SEO/PPC
Accounting & Budgeting

Professional Education

NABCEP Solar Entry Level
Certificate of Knowledge 2/24/09

Power Messaging
Corporate Visions, Inc.

Coaching Certification
Coaches Training Institute

MBA (Management)
Western Michigan University

BBA (Accounting)
Western Michigan University

CPA
Retired

PROFILE: RICH HESSLER, MBA, NABCEP, CPA

PV SOLAR SALES & MARKETING SKILLS

- NABCEP Solar PV Entry Level Certificate of Knowledge Number E012209-7, Feb 24, 2009
- Highly-competent, sales and marketing professional with 20 years of B2B/B2C green business development experience.
- An ethical sales and marketing professional leveraging a public accounting foundation to creatively communicate the financial benefits of renewable energy.
- Proven track record of acclimating quickly and successfully working both autonomously and as a member of a larger team.
- Relevant experience includes, but is not limited to, the following activities and responsibilities:

Sales Manager	Technology Developer	\$15 million revenue
<ul style="list-style-type: none"> ○ Consistent top producer closing multi-million dollar B2B sales ○ Developed creative ROI-based solution presentations ○ Recruited and managed a staff of 12 sales professionals ○ Conducted weekly sales training meetings ○ Recognized for contribution towards product design and quality 		

Marketing Manager	Home Remodeler	\$13 million revenue
<ul style="list-style-type: none"> ○ Developed budgets and campaigns for commercial and affluent residential lead generation ○ Multi-channel marketing to drive phone calls from web traffic ○ Implemented systems to report on key metrics and ROI ○ Reduced cost/lead by 50% and increased close rates 		

Brand Manager	Marketing Firm	100+ businesses
<ul style="list-style-type: none"> ○ Small business brand development ○ Helped define business goals ○ Developed brand position and processes ○ Developed sales collateral ○ Designed and implemented processes and campaigns 		

CLIENTS/REFERENCES

- PVSolarSalesTraining.com: Principal, trainer and coach
- JTMNutrients.com: Eco-friendly plant nutrition marketing
- PeterMontoya.com: Small business branding sales & coaching
- RenaissanceDoorsAndWindows.com: Quality home remodeling
- XATA.com: Fleet operations visibility and control sales
- CassInfo.com: Freight bill rating software sales
- Collis & Hoag: Business and individual CPA services