

Distributed Generation Candidates

Chair Candidates

Jennifer Mrzlack, President, PSG Energy – Page 2

Vice Chair Candidates

Ben Shell, Senior Product Manager, Scale Microgrids – Page 8

Sara May, Chief Financial Officer, GenPro Energy Solutions – Page 12

YOUR INFORMATION

Name	Jennifer Mrzlack
Title	President
Email Address	jmrzlack@psgenergygroup.com
Business Phone Number	317-697-3250

1. Why do you want to serve on the SEIA Board of Directors?

I am in the process of wrapping up my first term serving on the SEIA Board of Directors as the Chair of Distributed Generation (previously two terms as the Vice Chair). During my tenure, I have seen first-hand the commitment SEIA employees and board members have in growing all aspects of solar in the United States - including influencing policy and streamlining growth opportunities at the federal and state level. The larger SEIA team is committed to commercial, community, residential and utility scale solar, as well as growing auxiliary technologies (i.e., storage). Having the chance to see behind the scenes how much effort is put in by the Board members furthers my appreciation for the role the Board plays in supporting the SEIA team and all the member companies.

It is a pivotal time in our industry. For ultimate success in each sector and meeting the goal of solar leading the charge not only in renewables, but across energy investments and infrastructure, we need to come together and support the nuances, priorities, and challenges of each sector. Our industry is constantly challenged, although the reality is solar plus storage is the only accredited resource that can come online quickly enough to meet the growing energy demand within our country. I will support SEIA in taking a proactive approach and support the industry growth we know is needed to meet energy demand in the U.S.

I am personally committed to dedicating my time, experience, and industry knowledge to listen and understand the greater needs of the distributed generation sector to continue promoting and advocating for the sector within SEIA and as a part of the larger, external efforts of SEIA.

I will build my efforts and priorities around the following:

- *Maintain a pulse on the priorities, needs, and challenges of Commercial and Industrial (C&I) and Community Solar member companies.*
- *Provide a balanced, rational approach to ensure all member divisions' needs are being met.*
- *Support SEIA in collaborating across membership divisions and with external partners, including energy trade associations and utilities, to develop executable and industry wide supported strategies.*
- *Represent the Distributed Generation Division to support all applicable state and federal initiatives.*
- *Distill information in a digestible, user-friendly way down to the distributed generation members.*

2. What experiences and viewpoints, which may be currently underrepresented, will you bring to the SEIA Board of Directors?

Thoughtful policy, financing options, consumer education and community engagement are the biggest drivers of successful renewable energy projects in the United States. SEIA provides the means to make a change by leveraging its strong and respected voice, support of R&D, and vast consumer education. I want to leverage my technical and communication strengths, my diverse background, and my passion for renewable energy to contribute further to the effort by serving on the SEIA Board of Directors. I will represent all of the distributed generation member companies and will also provide additional perspective on the underrepresented small business owners and the Midwest region.

3. What strengths and expertise will you bring to the SEIA Board of Directors?

I run a distributed generation renewable company in the Midwest with a focus on the C&I sector. I have first-hand knowledge of the needs of many SEIA member companies and am committed to representing the distributed generation sector. I am also willing to put in the additional time needed to understand perspectives of the other industry sectors and have the bandwidth to work with the larger SEIA board to contribute and support initiatives across the full SEIA membership. In addition to my first-hand experience, my strengths lay in communicating across stakeholders, change management, building teams and collaborating across parties to achieve success. At this critical point in our country's renewable energy journey, it will be essential to collaborate not only across SEIA but with external stakeholders, allowing me to leverage my diverse industry and functional experiences further to successfully support the Distributed Generation membership group

4. How will your service on the SEIA Board of Directors advance the solar and storage market?

My dedication in time and resources, along with my unique network, will allow me to provide strong contributions to SEIA strategies and highlight a wide range of perspectives. I have built strategic relationships with utilities, encouraging the environment for open conversation and providing the opportunity to serve on utility working groups and task forces. Because of my in-depth exposure and knowledge of the utility space, I understand the nuances of their needs, programs and tariffs and can build upon that and provide perspective and guidance as SEIA prepares solar + storage strategies to successfully collaborate with utilities across the U.S.

5. What has been your involvement in the solar and storage industry (or related sectors)?

Within the solar industry, I provide in-depth knowledge and experience in DG in the Midwest region, specifically through being a key player in Guaranteed Energy Savings Contracts (GESC) in Indiana and participating in Illinois Solar for All (ILSFA) and the Illinois Shines Adjustable Block Program (ABP).

Indiana is often overlooked when it comes to solar opportunities; however, with PSG Energy Group, I have worked with multiple school districts, municipalities and commercial clients to tackle renewable energy projects and thus, reduce their carbon footprints and exposure to rising utility costs. My PSG experience has provided me with the unique viewpoint of what is required to successfully develop and install projects in a rather unfriendly solar environment. Navigating Illinois incentive programs to obtain RECs for each project has strengthened our team and deepened my knowledge of and experience with incentive program nuances – both skills I will leverage to contribute to SEIA initiatives focused on supporting incentives, grants, and utility tariffs across the U.S.

6. What has been your involvement in SEIA to date? This may include, but not limited to, SEIA working groups and standards committees.

Below is a summary of my involvement in SEIA, including elected positions, committees, working groups and representing SEIA and/or industry:

- *Completing first term as Distributed Generation, Chair*
- *Served two terms as Distributed Generation, Vice Chair*
- *State Policy Committee. In addition, attend meetings with key state policymakers to advocate for pro-solar legislation.*
- *Federal Policy Committee. In addition, participate in SEIA organized lobby days and individually scheduled congressional meetings.*
- *Participate in ad hoc committees, such as, Inflation Reduction task force, workforce and labor, etc.*
- *Have met with and built relationships across federal stakeholders, decision makers and influencers (Treasury, IRS, Department of Energy, Department of Defense, Environmental Protection Agency, etc.).*
- *Participated as a panelist for the EU/U.S. Solar PV Manufacturing Supply Chain forum at the Intersolar Europe Conference in Munich, Germany in June 2024, representing SEIA in a DG and manufacturing perspective.*

- *Asked, alongside three utility scale CEOs, in June 2023 to brief President Biden's staff on the progress and challenges related to the Inflation Reduction Act. Prior to the Act passing, in President Trump's first term, I was called to be an expert witness for the U.S. Congress.*
- *Ongoing interactions with Indiana senators and congress members, specifically ongoing relationships with Governor Braun and his staff. In 2020, I hosted Senator (now Governor) Braun and his staff with a tour of our East Washington solar project in Pekin, IN. More recently we have provided tours for members of Messmer's staff. Recently, I have sat on panels with IN Secretary of Energy, Suzie Jaworowski and Representative Houchin, supporting an all of the above solution for the state of Indiana.*
- *Sponsored and served as a judge for the national Solar and Storage Industries Institute (SI2) Shine Bright solar essay contest for high school students to inspire the next generation of solar leaders*
- *Participated in IRS workshops and pilots and was a test user for the federal online systems that were developed to streamline Elective (Direct) Pay and ITC Transferability.*

7. Have you been a board member of any other trade associations or relevant organizations? If yes, please provide the name of the organizations, number of years of service, and any positions held.

I am an active member of the Indiana Chamber of Commerce, serving on the Energy Policy Committee and sit on the Illinois Solar for All Advisory Committee. I have served on the Energy Policy Committee for 5 years and the ILSFA Advisory Committee for 3 years.

Outside of work, I have served on start-up, non-profit and alumni boards. I have stayed active with my undergraduate and master's alma maters. In addition, I am the external coordinator of the Alumni Mentoring Program for entrepreneur students at Rose-Hulman Institute of Technology and the Alumni Planning and Fundraising team for Tepper School of Business, Carnegie Mellon University.

8. For Division Chair or Vice Chair candidates, how will you represent the needs of division members?

As the Distributed Generation Chair, I will represent the needs of division members by combining my experience with their needs and concerns - contributing to the future of SEIA and thus, the solar + storage industry as a whole. At times, it seems there is unlimited potential in DG projects but there are many hurdles to address in order to bring the potential of C&I and community solar projects to reality. I will support navigating the aftermath of current H.R.1 and executive orders, pushing for fair and transparent FEOC guidelines, favorable net metering policies and rate tariff options. I will also contribute to SEIA's messaging, consumer protection and education and community engagement efforts.




In addition, given my previous work experience across multiple industries and understanding of solar, I have learned how to successfully communicate key benefits of distributed generation projects to private and public decision makers and support them through any stumbling blocks in meeting operational, financial and sustainable goals.

9. Is there any other information that you believe would be helpful to the Nominating Committee or SEIA members?

My years working in the solar industry have continued to strengthen my belief in the benefit that solar provides to all sectors – from residential to utility scale projects. Seeing clients receive utility savings and incentives, along with meeting their environmental goals, drives my commitment and furthers my confidence in the ability of distributed generation to meet U.S. energy needs. In these past few months, as I have helped our clients navigate new federal challenges to solar, I have been grateful for my position to advocate for DG within SEIA and am prepared to continue this advocacy in 2026. I have also seen the crucial role the SolarPAC plays in effective advocacy and will use my position to highlight the work that the PAC accomplishes and the importance of contributing to the PAC. I believe our division is uniquely positioned to leverage the sheer number of member companies, to have a significant voice in the industry as well as reasonable, individual PAC contributions to add up and significantly impact PAC funding and deployment.



JENNIFER MRZLACK

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PROFESSIONAL SUMMARY

Rose-Hulman BSME and Carnegie Mellon Tepper MBA entrepreneur with Fortune 500 experience in transformation management, extensive new program product launch, and post-merger integration experience in a variety of markets. Consistently achieves results in Sales, Commercialization, Marketing, Finance and Operations. A proven leader and team player in Entrepreneurship and the Renewable Energy, Consumer Products, and Power Transmission industries.

WORK EXPERIENCE

PSG ENERGY GROUP, INDIANAPOLIS, IN

Renewable energy company within the facility-driven Envelop Group portfolio

President

01/2020 - Present

Director of Sales

07/2017 - 12/2019

- **Business Development:** Managed and grew business to a 40 MW solar portfolio, including two municipalities and ten school districts in the State of Indiana.
- **Growth Strategy:** Successfully navigated the Illinois Solar for All Program (ILSFA) and received REC awards for DG Non-Profit and Public Facilities on behalf of our clients, resulting in \$1.3MM in awards and opportunity to develop additional projects for ILSFA and the Adjustable Block Program.
- **Business Strategy:** Developed and implemented sales, design, engineering and operations' stage-gates and processes to strengthen core business, focus pipeline execution and expand services and capabilities.
- **Financial Analysis:** Perform front-end, development and back-end analysis, including in-depth rate tariff analysis, project specific financial modeling and post implementation performance and cost savings analysis.
- **Leadership, Teamwork, and Change Management:** Assumed interim internal and external leadership role during company reorganization. Turned client grievances into resounding client references and instilled a sense of ownership and pride among functional team members; leading to strengthening of team collaboration and capability, company performance and solutions provided to our clients.
- **Policy:** Engage in energy and infrastructure policy at Federal and State levels to influence legislation supporting renewable energy and distributed generation.

SAGE INITIATIVES, INDIANAPOLIS, IN

Consulting and advisory firm focused on community, workforce, supply chain, and energy initiatives

President/Founder

09/2023 - Present

- **Vision:** Advisory firm experienced in developing, executing and measuring initiatives in supply chain optimization, workforce development, community investment and energy generation. Success measured against company wide metrics and business performance.

HEETER, CANNONBURG, PA

Leading commercial and digital printer in Southwestern Pennsylvania

VP of Strategy

10/2016 - 06/2017

- **Due Diligence:** Identifying and performing due diligence on acquisition targets. Managed IP and led feasibility study in spinning out IP and building stand-alone company. Note – final recommendation was to first stabilize core business.
- **Growth Strategy:** Developed sales incentive, resource planning, training and contributed to M&A strategy to achieve aggressive growth goal of doubling revenue in five years.
- **Revenue Expansion:** Designed and executed build processes and quality control to expand services at top client.

WORK EXPERIENCE

NATURI, PITTSBURGH, PA

An organic consumer product goods company based in Pittsburgh, launched January 2015

Co-Founder, VP Sales & Business Development

06/2014 - 08/2016

- **Sales Growth Strategy:** Developed and managed a two-prong sales strategy, growing sales and product awareness through the traditional retail sector and non-traditional retail sector (universities, hospitality and travel, etc.). Y1 grew footprint to 12 states and 300 locations. Y2 on track for a national footprint and a growth of 6x in sales.
- **Brand Strategy:** Performed focus groups in relation to packaging, product and brand - key in developing High Protein. Less Sugar. Entirely Honest. campaign. Developed marketing and outreach initiatives to increase engagement and awareness within our target consumer group and cultivate brand loyalty.
- **Fundraising and Board Development:** Key player in raising Series A round. Spearheaded successful crowdfunder funding through a national Kickstarter campaign. Recruited two board members with strong industry experience.

EVIVE STATION, PITTSBURGH, PA

A venture-backed Pittsburgh start-up; sustainable water-filling and bottle cleaning kiosk

VP Business Development & Operations

09/2013 - 06/2014

- **Pricing Strategy:** Derived an updated membership pricing model by completing competitive analysis and consumer research. Resulting in membership base increasing by 62% and revenue per new member increasing by 58%.
- **Relationship Management:** Created and managed significant new business to business partnerships. Resulting in broadening existing and securing new Evive Station placements. Successfully transitioned free sites to pay for use.
- **Operations Strategy:** Actively managed multi-facet supply chain to cost effectively meet demand. Developed a coordinated logistics plan and created a plan to decrease cost of goods sold by 33% over two years.

H.J. HEINZ COMPANY, PITTSBURGH, PA

An American food processing company headquartered in Pittsburgh

Associate Manager Marketing Innovation and Execution

07/2012 - 08/2013

Deployment Manager, SAP, Supply Chain

02/2011 - 07/2012

Senior Auditor

05/2010 - 02/2011

- **Project and Change Management:** Implemented corporate initiatives. Worked with the business to evaluate current states, gaps and solutions. Reported findings, developed proposals and presented progress updates to the board.
- **Communication and Teamwork:** Developed timelines and facilitated cross-functional discussions for new product development projects to reduce MUDA and efficiently use Heinz resources to meet first ship requirements.
- **Teamwork and Business Strategy:** Assessed current business practices and partnered with process owners, end-users and project team members to successfully plan and implement the Plan to Schedule module of SAP.
- **Communication and Analysis:** Conducted interviews and performed testing to pinpoint risks, control gaps and opportunities. Partnered with the business to develop corrective actions and report findings to Management

MERCK & CO., WHITEHOUSE STATION, NJ

An international developer, manufacturer and distributor of pharmaceuticals

Graduate Finance Associate

06/2009 - 08/2009

- **Financial Analysis:** Collaborated with global procurement to perform financial solvency analysis of key suppliers in order to identify and mitigate risk in a \$9B supply chain.
- **Risk Management:** Assessed and enhanced the Supply Value Management (SVM) process by incorporating company and industry best practices around risk management and integrating SVM results into the audit process.

INSIGHT RISING, PITTSBURGH, PA

A consulting firm focused on strategic corporate social responsibility (CSR)

Business Development Manager and Project Manager Consultant

02/2008 - 08/2008

- **Business Development:** Conducted industry research to determine market penetration strategy and product pricing. Sought out and presented Business Plan to potential partners and outside investors to further enhance client offerings and capture additional funding during start-up phase.
- **Client Engagement:** Utilized client's financial statements and one-on-one interviews with executive staff to audit client against Global Reporting Initiatives and develop first annual CSR report. Presented report and a two year action plan to client's CEO.

WORK EXPERIENCE

SKF USA, INC., KULPSVILLE, PA

A leading global supplier of industrial products, services, and solutions

Application Engineer

01/2007 - 02/2008

- **Customer Development:** Developed technical solutions for customers and in collaboration with sales and customer service managed a \$6M account base, achieving 100% customer satisfaction and 104% of sales target.
- **Customer Training:** Developed a 3-day Bearing Systems Design Course targeted for customer's engineers in response to customer feedback regarding untapped service opportunities.
- **Community Service:** Led the North American Sustainability initiative, involving employees and their families. Received 2007 CEO Sustainability Award in recognition of organizing companywide initiatives and events.

REXNOLD INDUSTRIES, LLC, DOWNER'S GROVE, IL / INDIANAPOLIS, IN

Leading power transmission equipment provider

Lean Engineer/Aircraft Assembly Manager

04/2006 - 12/2006

Quality Assurance Engineer

10/2005 - 04/2006

Application Engineer

05/2003 - 10/2005

- **Customer Insight:** Developed, obtained and analyzed voice of the customer; incorporated into product development. Leadership and Career Development: Managed 18 direct reports in the aircraft component assembly department. Developed cross-functional training to assist employees in obtaining future career goals.
- **Business Strategy:** Created resource allocation models to provide versatility in day to day operations, based on shipping dollar requirements and resource availability. Implementation of the models and continuous improvement resulted in increased on-time delivery, reduced inventory, and a 60% reduction of overtime.
- **Teamwork and Change Management:** Assumed responsibility for a project that was five months behind schedule. Working closely with 100 operators across three shifts, successfully developed a new inspection process. Won back a threatened client contract with increased teamwork and renewed government approval.
- **Financial Analysis:** Prepared sensitivity analysis to support capital investment allocations to consolidate product lines, reduce machine set-up variation and inventory, while earning Six-Sigma Greenbelt.

JOHNSON CONTROLS, ARLINGTON HEIGHTS, IL

Application Engineer II

06/2002 - 05/2003

EDUCATION

CARNEGIE MELLON UNIVERSITY, TEPPER SCHOOL OF BUSINESS, PITTSBURGH, PA

05/2010

Master of Business Administration – MBA – Operations Research, Strategy and Finance

- **Honors:** William G. McGowan Scholar and the Arjun V. Gokhale Spirit Award.
- **Teaching Assistant:** Financial and Managerial Accounting, Optimization & Decision Making and Marketing Management.
- **Memberships:** Graduate Business Association – Career Services and Alumni Relations Officer, Tepper Women in Business, Net Impact, Entrepreneurship and Venture Capital Club.

ROSE-HULMAN INSTITUTE OF TECHNOLOGY, TERRE HAUTE, IN

05/2002

Bachelor of Science in Mechanical Engineering

- **Minor:** German, Concentration: Mathematics
- **Honors:** Dean's Scholarship recipient.
- **Activities:** Chi Omega – Community Service Director, Varsity Cheerleading – Captain, Dance Team – Founder, Student Government.
- **Work Experience:** Fireman's Fund Insurance (Allianz). – Actuarial Science Intern, Koch Industries – Performance Road Group Intern.
- **Recognition:** Career Achievement Award, 2024

ADDITIONAL INFORMATION

- **Languages and Interests:** Being a mom, intermediate German, international travel, urban gardening, cycling and novice surfer.
- **Memberships and Community Involvement:** SEIA, IndyCREW, IN Chamber of Commerce, INFORMS, World Affairs Council, CSA, Dress for Success and Indy (CFI 70) Global Festival volunteer.
- **Alumni Activities:** Speaker, Panel participant, Case competition judge at Tepper School of Business, Pittsburgh Alumni Chapter leader, Homecoming committee member – spearheaded raise of five year class gift. External coordinator of Alumni Mentoring program for Entrepreneur Students at Rose-Hulman.
- **Board and Advisory Positions:** SEIA Board – Chair of Distributed Generation, Membership Committee, 412 Food Rescue –New Products R&D, National Aviary – Night in the Tropics planning board (2008-2010).

1. Why do you want to serve on the SEIA Board of Directors?

I've been working in clean energy since 2013 and focused on the US market since 2016, when I started at SunPower. I'm fully committed to a solar-enabled clean energy future, and excited to serve our industry at this pivotal moment in the energy transition. Now, more than ever, we need to bring as many people along with us and into our coalition as possible. In my position at Scale Microgrids, which spans small C&I microgrids up to GW-scale data centers and integrates multiple asset types, I am eager to help shape policies and initiatives that will further unlock the potential of solar.

2. What experiences and viewpoints, which may be currently underrepresented, will you bring to the SEIA Board of Directors?

My work at Scale Microgrids, a leading advanced microgrid provider that integrates solar with dispatchable DERs, as well as my past work in developing green microgrids for rural off-grid communities, offer a unique perspective to the SEIA Board. This diverse experience has given me a wide-ranging understanding of the varying needs, challenges, and opportunities within the distributed generation landscape. I can offer insights into the complexities of integrating solar and storage with other DERs, navigating regulatory frameworks for microgrids, and developing innovative financing solutions for a wide range of customers. My years in product management have spanned the regulatory, technical, and financial aspects of DER development.

3. What strengths and expertise will you bring to the SEIA Board of Directors?

As someone who has worked in product management for many years, I bring a collaborative, coalition-building mindset to making big, strategic impact happen. And as someone who has worked closely with engineers building both products and projects, I understand the technical challenges and frontiers of our industry.

4. How will your service on the SEIA Board of Directors advance the solar and storage market?

I look forward to representing all that the solar & storage industry can bring to the table with data center and other large load customers, as well as representing their needs and requirements back to our industry so we can play an even more significant role in meeting the historic load growth facing this country.

5. What has been your involvement in the solar and storage industry (or related sectors)?

My start in clean energy came with co-founding a microgrid company. While that venture didn't end up being a viable business, I wore many technical hats, from home wiring on up to distribution system planning, installation and operations. I then went to work at SunPower integrating solar with energy storage for the C&I market. Later, at Rivian, I led energy storage product strategy for residential through utility-scale. I had a brief stint at FERC as an energy industry analyst before joining Scale Microgrids in a product strategy role that spanned energy storage, microgrid controls, virtual power plants and customer offer structures. Since SunPower, I have been heavily involved in regulatory work with industry associations like

6. What has been your involvement in SEIA to date? This may include, but not limited to, SEIA working groups and standards committees.

While I have followed SEIA's work closely and benefited from its advocacy efforts, I have not had significant direct involvement with SEIA to date.

7. Have you been a board member of any other trade associations or relevant organizations? If yes, please provide the name of the organizations, number of years of service, and any positions held.

I have served on several CALSSA sub-committees since 2018, actively contributing to policy development and advocacy efforts within the California solar and storage market. These experiences have provided me with valuable

insights into the workings of trade associations and the importance of collaborative industry efforts.

8. For Division Chair or Vice Chair candidates, how will you represent the needs of division members?

As a candidate for Vice Chair of the Distributed Generation division, I am committed to being a strong voice for the diverse needs of both residential and C&I members. I will actively solicit feedback from division members to ensure SEIA hears the voices of developers, installers, owners, operators and technology & service providers from our industry segments.

SELECTED EXPERIENCE

Scale Microgrids (Bethesda, MD)

Director, Solution Architecture - reporting to CEO

Sept 2025 - Present

Senior Product Manager - reporting to CTO

Nov 2023 - Aug 2025

- Leading development off-grid and grid-parallel high-resiliency power system offerings for large load projects
- Developed first roadmaps for technical product offerings including ESS, resilience, controls & optimization
- Technical lead for CA regulatory engagements on interconnection, resource adequacy, demand response & incentives
- Led cross-functional team in market analysis, customer + sales discovery, development and launch of “shared benefit” + performance guarantee offer structure for customer-sited C&I DER projects
- Mentor for junior product manager and senior analyst

Federal Energy Regulatory Commission (Washington, D.C.)

Energy Industry Analyst

Oct 2022 - Oct 2023

- Analyzed filings, led senior staff briefings, & drafted orders for filings made by PJM, NYISO, ISO-NE & eastern utilities
- Subject matter included transmission planning & cost of service, reliability planning, capacity markets, reserves

Rivian (remote)

Lead Product Manager – Energy

Jun 2021 - Oct 2022

- Scope: utility-scale storage, commercial storage, residential storage and bidirectional EV charging (V2X)
- Led analysts and data scientists to conduct strategic market analysis and business case creation, incl. financials
- Used Python and Excel to analyze large datasets in service of product requirements generation
- Developed multi-year product roadmaps & go-to-market plans including build vs. partner vs. acquire evaluations
- Authored requirements and acceptance criteria for service, engineering and data science teams
- Engaged with industry associations, utilities & standards committees alongside Policy & Engineering teams
- Managed product strategy analyst; created product strategy framework & supported adoption by teammates

SunPower (Richmond, CA)

Product Manager – Commercial Energy Storage

Apr 2018 - Oct 2019

Engineering Program Manager – Commercial Energy Storage & Energy Mgmt. Software

Jan 2016 - Mar 2018

- Managed analyst and led 40-person cross-functional team to build & launch v1 product in new category
- Created and prioritized releases for Controls and Analytics teams, incl. optimization performance testing
- Team increased value generated by control system in priority CA markets by 2.5x from 2018 to 2019
- Created multi-year product roadmap, led quarterly Scaled Agile-style increment planning

Limyè Pa w (Les Cayes, Haiti)

Co-founder, Director of Technology & Operations

Mar 2012 - Dec 2015

- Co-founded social business to generate, distribute and sell low-carbon electricity in rural Haiti
- Hired, trained and managed 5-person sales and operations team; created & administered operational procedures

EDUCATION

Princeton University, Class of 2005 (BA, Philosophy)

INTERESTS

- Energy markets and technologies, trail running, insight meditation, US women’s and men’s national soccer teams

Personal Statement – Application for SEIA Board of Directors

Sara May

I am applying to serve on the SEIA Board of Directors because I believe the next decade will be decisive in shaping the trajectory of distributed solar, community solar, and the broader renewable energy industry in the United States. We stand at a critical juncture: solar is no longer a niche technology but an essential component of our nation's energy infrastructure. At the same time, our industry faces headwinds—tariffs, shifting tax policies, and uncertainties in supply chain and labor markets. Navigating these challenges while unlocking the immense potential of solar requires both strong leadership and pragmatic voices that represent the full spectrum of our industry. I would be honored to contribute my experience, perspective, and energy to SEIA at this moment of opportunity.

I currently serve as Chief Financial Officer of GenPro Energy Solutions, a solar EPC headquartered in South Dakota, and will soon assume the role of Chief Executive Officer as our founder transitions out of day-to-day leadership. GenPro has grown rapidly in recent years, scaling from \$20 million in revenue in 2019 to a projected \$85 million in 2025, with over 140 employees. Our core business is the engineering, procurement, and construction of distributed generation and community solar projects. Our future vision is bold: to reach \$100 million in revenue in 2026 and to position ourselves as the EPC of choice for community solar developers and owners. Beyond 2026, we believe our growth trajectory could take us to \$250 million, even \$500 million annually, if we stay true to our north stars: investing in people, building partnerships rooted in trust, executing with excellence, and fostering a culture of respect, accountability, and enjoyment in the work we do together.

My background is atypical for a U.S.-based solar executive, and I believe this will add a unique and currently underrepresented perspective to SEIA's board. Before joining GenPro, I spent much of my career abroad. I studied finance and international business at New York University and then built my early professional experience in India, China, Southeast Asia, and East Africa. I led the India office of Bloomberg New Energy Finance from 2008 to 2010, conducting pioneering research on emerging markets, financing models, and energy policy. I later held leadership roles in a biofuels company, a solar developer, and a research program at MIT's Energy Initiative, where I oversaw cleantech product evaluations for rural development, including solar lanterns, pumps, and water testing technologies. These experiences gave me a deep understanding of how renewable energy intersects with policy, infrastructure, and social development across different geographies. They also shaped my conviction that energy is not just about infrastructure, but about people, opportunity, and the future we build together.

At GenPro, my work has spanned finance, government affairs, project budgeting, and organizational leadership. I have been mentored by our executive team and gained hands-

on exposure to every facet of the business: project management and construction, sales and marketing, investor relations, and board governance. This breadth of experience allows me to view the solar industry holistically, balancing the needs of developers, EPCs, financiers, regulators, and local communities. It also enables me to be a pragmatic voice who understands both the technical and financial levers that make or break projects in real-world contexts.

The strengths and expertise I would bring to SEIA's Board are threefold. First, financial discipline and growth management: I have overseen the scaling of a mid-sized EPC through rapid expansion while maintaining profitability, navigating debt and equity raises, and preparing for a future shareholder exit. I understand both the challenges and opportunities of capital formation for distributed solar, particularly in emerging markets such as community solar. Second, organizational leadership: I am deeply committed to building people-first cultures that empower employees to thrive while delivering excellence to customers. In an industry facing workforce shortages, I believe culture and talent development are competitive advantages. Third, policy and stakeholder engagement: my background in legislative advocacy, international policy analysis, and trade association work equips me to help SEIA craft and communicate strategies that are both aspirational and grounded in the realities developers and EPCs face on the ground.

My service on the SEIA Board would be focused on advancing the solar and storage market in two critical ways. First, by ensuring that the voice of community solar EPCs—particularly those operating in the Midwest and other emerging geographies—is fully represented. Much of the industry's growth narrative has been coastal, utility-scale, or developer-driven. Yet distributed and community solar projects are increasingly central to meeting state and federal clean energy goals, while also delivering economic benefits to local communities. EPCs like GenPro are on the front lines of this work, and our perspective is essential in shaping practical policies and standards. Second, by helping SEIA continue to position solar as a resilient, adaptable industry in the face of policy and market headwinds. Our collective message to policymakers and investors must be that, despite challenges, solar is not going anywhere—it will remain an integral part of the U.S. power grid, and our industry is ready to adapt and deliver.

My involvement in the solar and storage industry has been consistent throughout my career from my early policy and market analysis with Bloomberg, to hands-on project finance and development roles, to leading the financial and operational growth of a mid-sized EPC. GenPro's formal engagement with SEIA is recent, beginning with legislative outreach to our South Dakota representatives during the reconciliation process. While I considered waiting to pursue a board candidacy until we had a longer history of involvement, the challenges facing our industry demand action now. These uncertain times require motivated, committed leaders working together to drive consistent, positive change, and I am eager to contribute that energy and perspective at the board level.

Beyond SEIA, I have also served in governance roles, including as a board member and treasurer of the Matthews Opera House in South Dakota, and as a volunteer consultant with the SBA SCORE program. These experiences have strengthened my appreciation for the fiduciary and cultural responsibilities of board service, as well as the importance of clear communication and consensus-building.

In closing, I believe my candidacy offers SEIA's Board a unique blend of financial expertise, global and local perspectives, and people-centered leadership. I am committed to representing the needs of EPCs, community solar stakeholders, and companies operating in geographies often underrepresented in national trade associations. I am equally committed to advancing SEIA's mission of building a strong, resilient, and forward-looking solar and storage industry.

I would be honored to serve, and I look forward to contributing my experience and energy to SEIA's important work.

Sara May

she/her

sara.may@genproenergy.com

Spearfish, SD

605.787.8977

Finance and energy leader with over 15 years of experience spanning corporate finance, policy, research, and international development. Highly adaptable out of the box thinker with a proven track record of business turnaround and rapid scaling, with a vision to build her company into the EPC of choice for community solar developers nationwide. Skilled manager of the stakeholders required to design, fund, and execute projects on the ground. Perceptive navigator of diverse cultural contexts and disparate interests from the grassroots to the boardroom with experience in Asia, Africa, Europe, and the US.

Experience

GenPro Energy Solutions, Piedmont, SD — Mar 2018 – Present

Chief Financial Officer – Present Role

- Lead finance, accounting, and corporate strategy functions for a solar EPC and energy solutions company, guiding rapid growth from ~\$20m revenue in 2019 to \$85m projected in 2025. During this high growth period, oversaw a significant increase in gross profit and net profit from sharply negative in 2022 to double digit margins in 2025, allowing for \$6m in debt pay down.
- Responsible for short and long term corporate investment decisions, fundraising, treasury, equity valuation, and banking partnerships.
- Led a finance and accounting team of four through growth and restructuring to better serve the needs of a growing organization including both internal and external stakeholders.
- With our CEO, led policy advocacy with our state's elected officials with regular communication, and in person meetings in Washington during the reconciliation process in 2025.

SVP – Finance / Business Operations – Nov 2019 to December 2022

- Led a successful raise of \$1.5m term loan to fund growth and expansion.
- Instituted new policies for schedule of values and product procurement that improved project cashflows and reduced the strain on liquidity.
- Responsible for building, running, and analyzing pricing models for solar projects up to 10MW. Working with developers on capital structuring as well as with municipal utilities in cash sales to assess long term savings for their communities.

Director - Business Development - Jan 2019 to Oct 2019

- Assisted and supported profit centers with detailed financial modeling, market analysis, and pricing. Developed benchmarks for our industries, and created metrics used to make sound business decisions.

Manager - Government Affairs and Business Development - Mar 2018 - Dec 2018

- Worked to remove policy obstacles and drive new business models in a company and business area experiencing rapid growth. Focusing on economically sound projects that show immediate or near-immediate financial benefits for their owners and stakeholders. In-person government and regulatory corporate advocate for solar power at the State Capitol during legislative session.

Director - Operations & New Market Development

ThinkPhi, Mumbai, India — Mar 2017 - Mar 2018

Consulting and Operations Director for a sustainable infrastructure products company based in Mumbai which designed, manufactured, and sold solar-powered rainwater harvesting canopies. Developed and executed a strategy to reach public sector infrastructure companies as well as global architects with current large-scale projects in India and southeast Asia. Developed market research for the Indian, southeast Asian, and US markets including database of current and upcoming central, state, and local policies that would affect the outreach and marketability of our products.

Research Associate

Massachusetts Institute of Technology, Comprehensive Initiative for Technology Evaluation (CITE), Mumbai and Cambridge, MA — Jun 2015 - Sep 2017

Mumbai-based on-the-ground point person for a USAID-funded MIT research lab which assesses consumer goods used in a development context. Evaluations include the regulatory environment, technical performance, delivery models, supply chain, and financing mechanisms. Management of stakeholders and field research coordination.

Research & Marketing

Amp Solar, New Delhi, India — Jun 2016 - Dec 2016

Developed an internal solar industry research capacity to support overall business strategy for the India team including current states power rate structures, tracking bids for new utility-scale solar projects, and modeling the cost of power supplied to open access customers.

Previous Roles:

- Educated Environments (EdEn), Senior Consultant, Mumbai, India— Jan 2012 - Sep 2012
- Nandan Biomatrix Limited, Head of Projects, Hyderabad, India — Aug 2009 - Nov 2010
- Bloomberg New Energy Finance, Lead Analyst and Country Manager, India, Hyderabad and London — Jan 2008 - May 2009
- Intellectual Capital Advisory Services (Intellectap), Associate, Consulting and Capital Advisory, Hyderabad, India — Apr 2006 - Dec 2007

Education

Leonard N Stern School of Business, New York University, New York, NY
BS Finance and International Business, 2005

Goldsmiths University of London, London, UK,
MA Design and Environment, 2014

Community Engagement

Board Member & Treasurer – Matthews Opera House, Spearfish SD, 2019-2021

SCORE Volunteer Consultant – SBA, Rapid City SD, 2018-2019

Delaware Nature Society, Policy Advocacy Volunteer, Wilmington, DE — Sep 2011 - Dec 2011