

Gene Beck, CEM, CLP
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SKILLS SUMMARY

Innovative senior manager with extensive experience in commercial and energy finance, renewable energy projects, portfolio management and marketing leadership. Result-oriented leader with extensive background in market sector development, large customer base development and management, financial product education, tax and accounting guideline implementation, and utilization of public speaking opportunities. Strategic corporate planner and team builder. A proven record of success in providing timely and accurate management information to the decision-making process. Accomplished professional and published author with excellent communication skills, both written and verbal, that results in building strong business relationships. Solid analytical and planning skills, combined with the ability to coordinate the efforts of many to meet organizational goals.

EMPLOYMENT

Executive Director 2014 – 2016
Green NRG Institute
Orange, CA

A 501(C)3 non-profit that focuses on energy training.

Executive Director 2014 - 2016
Association of Energy Engineers
Huntington Beach, CA

A 501(C)6 non-profit trade association.

President 1995 to Present
EnviroTech Financial, Inc.
Orange, CA

- Strategic and tactical planning leadership with solid ability to manage and structure complex leveraged operating lease and PPA transactions using multiple revenue streams and tax attributes.
- Create national financing programs for renewable energy projects and environmental compliance systems on commercial projects with capital costs between \$500,000 and \$25 million per facility.
- Manage due diligence requirements and develop underwriting guidelines on commercial finance projects.
- Secure proprietary relationships with three major solar manufacturing firms for dealer finance programs in North America and assist over 800 independent system integrators, dealers, engineers and clean tech vendors by providing financing for their commercial customers.
- Provide in-depth technology and financial training for channel distributors of clean tech manufacturers in multiple public and private forums, conferences and trade shows.
- Create marketing collateral support literature for the marketing of the company's financial product—structured operating leases—and for other clean tech products and projects.
- Secure institutional lenders to fund the renewable energy projects and provided those lenders with financial modeling of each transaction to include all credit and financial supporting data on applicants.
- Interface with public, private and governmental customers in structuring the financing of projects across the U.S. utilizing tax incentives, rebates, incentives, energy efficiency technologies and marketable environmental attributes that culminate in economically viable energy projects.

Executive Director 1995-1998
Environmental Resource Institute
Orange, CA

- Published 20 page monthly environmental and regulatory compliance newsletter entitled *The Monitor*. Included weekly legislative reports and a national calendar of events.
- Provided consulting to businesses who needed representation with California regulatory agencies.
- Established a Community Development Corporation that funded a large portfolio of commercial financial transactions with unique regulatory CRA attributes for investments by insured financial institutions.

**National Sales Manager
System Services Corporation**

1994

Denver, CO

- Coordinated the sales, marketing, custom programming and deployment of large-scale AS400 lease accounting system for commercial banks and leasing companies.
- Designed and implemented MIS systems to support multi-faceted direct marketing programs including public relations and sales collateral design.
- Developed a corporate exit strategy for stockholders that resulted in sale of the company.

**President
Creative Business Leasing, Inc.**

1976-1994

Santa Ana, CA

- Commercial and industrial financing company specializing in capital equipment leasing and financing. Developed all secondary market sources for funding of transactions. Managed a sales force of over 20 field personnel and an internal support staff of 25.
- Created, funded and serviced the investment portfolio of seven separate tax-oriented leasing companies.
- CEM (Certified Energy Manager)—Awarded by the Association of Energy Engineers (AEE)
- CLP (Certified Lease Professional)—One of 200 certified professionals in the United States
- Published Author—Two post-graduate course text books on energy and finance
 - *Grid Parity: The Art of Financing Renewable Energy Projects in the U.S.*
 - *Dictionary of 21st Century Energy Technologies, Financing & Sustainability*
- Professor & Curriculum Advisory Board—California State University Fullerton
- Energy Advisory Board Member—Southern California Association of Governments (SCAG)
- President, Treasurer and Board Director—So California Chapter of the Association of Energy Engineers (AEE)
- Conference Chairman—2008 AEE Annual Conference on AB32 Legislation
- Conference Chairman—2009 AEE Annual Conference on CleanTech Renewable Energy
- Board of Directors and Officer—Western Association of Equipment Lessors (Wael)
- 1987 Conference Chairman—Wael National Leasing Conference (1,200 attendees)
- 1999 Conference Chairman—Clean Air Lenders Council Small Business Regulatory Conference
- Co-Convener—CARB/Trade & Commerce Small Business Financing Task Force
- National Speaker & Educator—Renewable Energy and Leasing Industries
- Board of Directors—Santa Ana YMCA
- Advisory Board—Amemba & Deane, International Lease Consultants
- Advisory Board—American Commerce National Bank
- Advisory Board—South Coast Thrift & Loan
- Professional Arbitrator—American Arbitration Association
- Contributing Columnist—Multiple Trade Publications
- Advisory Board Member & Consultant—South Coast Air Quality Management District
- United States Army, Honorable Discharge, Rank E-5, Sergeant Nuclear Missile System—Warhead & Guidance Sections

ACCOMPLISHMENTS

SECURITY CLEARANCE

Top Secret—US Army

United States Coast Guard Port Security Card #A187684

**PROFESSIONAL
CERTIFICATIONS**

Certified Energy Manager (CEM)

Certified Lease Professional (CLP)

"What we think or what we know or what we believe is, in the end, of little consequence. The only consequence is what we do." - [John Ruskin](#)

Author:

- *"Grid Parity: The Art of Financing Renewable Energy Projects in the U.S."*
- *"Dictionary of 21st Century Energy Technologies, Financing & Sustainability"*

Public Speaker:

- Mitsubishi Solar Semi-annual Dealer Conference—Speaker & Panelist—multiple years
- Association of Energy Engineers—Conference Chairman—**AB32 GHG Emissions & Energy**—April 2008
- Association of Energy Engineers—Conference Chairman—**Energy Solutions 2009: Cleantech, Greentech & Renewable Energy Solutions**—April 2009
- South Bay Energy Savings Center—Speaker
- Green Renewable Energy Center—Speaker
- CA Association Distributed Energy Resources—Panelist
- CA Center for Sustainable Energy—Speaker & Panelist—multiple years
- EMC West Annual Conference—Panelist
- Association of Energy Engineers—Speaker
- San Diego Regional Energy Office Annual Conference—Speaker—multiple years
- Sustainable Energy Silicon Valley—Speaker
- Conference Chairman—4 national conferences prior to 2006—up to 1,200 attendees and over 50 exhibitors per conference
- Over 30 speaking engagements in the finance industry in the past 20 years

Government:

Southern California Association of Governments—Energy Advisory Board—2007 & 2008
South Coast Air Quality Management District—15 advisory boards over a 10 year period
South Coast Air Quality Management District—Sole contractor for development of their Air Quality Small Business Lending Program
California State University Fullerton—Developed curriculum in Environmental Compliance
California State University Fullerton—12 yr Professor of course in Environmental Compliance
California Air Resources Board—Speaker & Conference Co-Convenor

Industry Leadership:

SunPower—National financing program for their US dealer network
Board of Directors & President—Association of Energy Engineers
Board of Directors—Orange County Engineering Council
Interim Treasurer—Orange County International Facility Managers Association
Board of Directors & Officer—Western Association of Equipment Lessors
Legislative Relations Lobbyist in Tax & Accounting—Western Association of Equipment Lessors
Board of Directors & Executive Officer—Small Business Coalition Air Regulation Association
Advisory Board—Amembal & Isom International Finance & Consulting
Advisory Board—3 independent banks and 4 thrift & loans
Publisher & Editor—20 page monthly newsletter "Environmental Compliance Monitor"
Published Author—Over 20 articles in commercial finance
Trainer—Numerous professional trade associations regarding financing, sales & marketing