



Yariv Edery

SOLAR ENERGY CONSULTANT
Ellerslie, Auckland NZ

RE: Contract works for consultancy, design and procurement recommendations

Thank you for your approach in relation to this exciting opportunity.

I am very interested to discuss possible opportunities to service your company and your clients. I think my background and experiences will enable me to quickly adapt and add value to your team's services. My resume is enclosed for your review.

Of particular note for you and the members of your team as you consider where I fit within the role description, my skills are my strong accomplishments in combining business acumen with technical savvy to keep ahead of the market trends, achieve higher sales, excellent customer service and improve cash flow for the company as a whole. Additionally, my accomplishments have also been achieved by working closely with like-minded architects and engineers and by road mapping, introducing and marketing new innovative products thereby improving the company's growth, and improving installation and product compliance procedures. After twenty-two years in the work-force and in solar energy for the past ten years, I have a thorough understanding of every aspect of modern businesses and have overseen the cumulative installation of over 5,600m² of solar collectors at a total power rating of 2.26MW with proven sales of over \$2.8 million. My current employer is very happy with my performance, but I view myself as somewhat of a trouble-shooter, and most of the reorganisations initiated here have already come to fruition, so I am eager to consider new challenges.

If you are seeking a talented individual who stays up to date with his field, consistently growing sales, who understands technology, who gives more than 100%, and who is as career-committed as it takes to achieve total success, then please consider what I have to offer.

My areas of fit for the role

This is a short summary of my accumulated experiences in areas specific for the role:

✓ Management of Product Strategy - “doing is more important than saying” is definitely a mantra I follow. A part of my usual activities is to “see ahead” and keep up with current global market trends, new financial models and new product solutions.

In the past 10 years I have lead the introduction of Chromagen Solar, Solar Edge, Tigo Energy and more... All of which are innovative products which changed the solar market globally and now in NZ.

✓ Commercialization of the initiatives – I believe that in matter to turn an early initiative into a successfully commercial working model, a properly designed product or service and an attractive market proposition must be made in matter for the client / consumer to know and feel that the product and or service meets their own requirements and at the right level of investment.

I'm currently involved in the early design stages of a new product which is designed to meet current Beekeeping industry needs and have understanding of the challenges involved in commercialising the product.

✓ Leading the team – so far in my career I've lead groups ranging from 5 -15 people of all ages and skill levels. My army experiences in Submarines had gave me the skill to get along in extreme social and group work situations. My experience in Audi Business Development gave me the skill to target markets of interest with accuracy and top results. My experience in Solar Group gave me the skill to work in a Kiwi and mixed culture teams as well as hand-on experience. My experience in YEH consultants provided me with opportunities to write feasibility reports, business cases and provide commercial design in solar energy projects.

I've been regularly invited to speak in seminars and I am used to stand in-front of a crowd and share, teach, answer and lead.

I am not a micro-manager but a “panoramic thinker” who see the accountability in delegating and sharing work tasks as a positive action and essential for successful road mapping the product or service strategy.

✓ Delivery and presentation – of the strategy, the initiative and development ideas to the organization’s decision makers in such manner to allow them to make informed decisions going forward.

My years of experience in writing feasibility reports and business cases gave me the skill to understand what decision makers typically are looking for and to present it in graphical or other descriptive manner backed up with the respective calculations and designs. Running my own business gave me good understanding of financial mechanisms and cash flow management.

Working closely with large public companies gave me good understanding of shareholders influence and ability to respond with the correct amount of detail to the respective situation.

Objective

My ultimate career objective is to take active part in the research & development, design, construction and operation of renewable energy power generation and zero emission for residential, commercial, industrial and municipal office buildings. My desire for generating energy from renewable resources cannot be satisfied.

Thank you for your attention and I look forward to exploring this further.

Sincerely,

Yariv Edery

RESUME

Yariv Edery
Solar Energy Consultant

Industry experience: Energy, Engineering, Architecture, Sales

Most recent qualifications: Solar Power Purchase Agreements (PPA's) course

Battery backup with and without solar PV course

Post graduate certificate in Science / Renewable energy

Portfolio: <http://www.beyond.com/YarivEdery>

Personal Details

Date of Birth: October 17th, 1975

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Career Summary

Twenty two years in business development, technical sales and marketing

Ten years of experience in solar power and heating systems introduction, import, consultation, design and installation, sales management and technical project management.

My roles are focused primarily on delivering renewable energy solutions to owners and professionals in both domestic and commercial and government sectors. Proven ability to propose & sell, manage, design, develop, lead and deliver complete solutions to customers. I am familiar with solar power generation and heating systems, condensing boilers and heat pumps, heat exchangers, various heating mediums, solar PV, a range of thermal devices, pumps and measuring equipment.

Most Relevant Skills

Architectures

Power generation – Grid tied PV, battery backup with PV and stand-alone DBIWPV systems
Solar thermal - Thermosiphon, Forced Circulation, direct and indirect heat transfer systems.

Design and Feasibility Software

RAPSIM, HOMER, HYBRID, VIPOR, TRANSYS, RETScreen, HERO, EES, PVWatts, Sketchup Pro, PVsyst, Shading analysis and more

Standards, Building code and Regulations

Understanding of NZBC, Home-Star, Green-Star, NABERS(NZ), HERS

Relevant Industry Experience

Solar Group Ltd. (Albany, AK) 2008- Present

Auckland based importer/ wholesaler company that provide product solutions for solar PV and solar hot water, space heating, pool and spa heating, commercial and agricultural water heating solutions.

Solar Group Ltd is a leading NZ importer of Solarhart, Edwards, GreenGlo, Canadian Solar, SolarEdge and Heliocol. Also representing other brands such as Tigo Energy, Enasolar, SMA, Radiant and Iron-ridge

Role: Solar Energy Consultant / Head of commercial design.

Scope of position: design and project management of all commercial projects, including the detailed design of medium size PV systems, solar hot water plants and large apartment buildings heating and power systems.

Residential sales and customer service. Project management of government and commercial tenders' submission and execution through to hand over to customers. Sales and design for new and existing building including drafting of building consents, on site project management. Technical support to reseller network, engineering, architecture and construction companies

Solar Energy Solutions Ltd. (Ellerslie, AK) 2004 - 2008

Auckland based importer that provide product solutions for water and space heating.

Role: Brand Manager of Chromagen Solar Hot Water Systems.

Scope of position: Development of resellers' network. Relationships build up with specifiers, architects and engineering consultants. Project management and practical experience in the design and assembly of thermosiphon and forced circulation hot water systems.

Skills & Specializations

Design & Build PV and Solar Thermal systems - *(Advanced)* More than 10 Years

Power optimization and conditioning of solar PV and Thermal systems - *(Advanced)*

Microsoft Office Suite *(Advanced)* More than 10 Years

SalesForce *(Advanced)* 4 to 5 Years - CRM s/w

Exonet *(Novice)* 1 to 2 Years - In addition to MYOB

RETScreen *(Advanced)* 3 to 4 Years - RE systems pre feasibility s/w

HOMER *(Intermediate)* 0 to 1 Year - RE systems feasibility s/w

Hybrid *(Intermediate)* 0 to 1 Year - RE systems modelling tool

Vipor *(Novice)* 0 to 1 Year - Power distribution modelling tool

Sketchup pro *(Advanced)* 4 to 5 Years – Drafting s/w

PVSyst *(Advanced)* 4 to 5 Years – PV design s.w

PVWatts *(Intermediate)* 2-3 Years – PV design s/w

Managers Development *(Intermediate)* 3 to 4 Years - Bs development - Professional studies

Employees' motivation development *(Intermediate)* 2 to 3 Years - Training and Motivation of Employees Studies

Army Medics *(Novice)* 0 to 1 Year - Medic Qualification. At the IDF (Israel Defence Forces)

Education (in descending chronological order)

- NABCEP CEC from SMA Solar Academy (CA, USA, 11/2013)

Major: Inverters

Content – Battery backup with & without PV

- AU Solar Council & Solar Quip (AK, NZ, 10/13)

Major: Battery on grid systems – design & install solar PV with storage

- Post Graduate Degree - Massey University (*Palmerston North, NZ*)

note: I am Massey University Alumni since 2012

Major: Science

2nd Major: Renewable Energy **Minor:** Energy Systems Analysis and Auditing

Post Graduate Certificate in Science - Murdoch University, Perth, WA (via Massey Uni.)

Focus on renewable energy and in particular the following:

- Energy Management
- Renewable Energy Devices
- Renewable Energy Systems Design
- Energy Systems Analysis and Auditing

University and engineering school level qualifications:

- B Engineering (1995) & overseas qualification IB, Cambridge (1993)

- College Degree - ISA (Israel Securities Authority) (*Tel Aviv, ISR*) Completed

Major: Securities and Investments

2nd Major: International Financial Market Studies

Securities and Investments of International Financial Market Studies

2 years at the ISA (Israel Securities Authority)

- Bachelor Degree - Open University (*Ramat Gan, ISR*) Completed

Major: Business and Management

2nd Major: Economics

Business and Management Bachelor (B.A)

3 years at the Open University of Israel

- College Degree - Ort Givat Ram (*Jerusalem, ISR*) Completed

Major: Electronics

2nd Major: Robotics **Minor:** Control Systems

Graduate in Robotics, Electronics and Computerised Controlled Systems

2 years Engineering College – Ort Givat Ram, Jerusalem, Israel

(continued from 4 years high school majoring in the same frame and at the same institution)

- **High School Diploma - Ort Givat Ram** (*Jerusalem, ISR*) *Completed*

Major: Electronics

2nd Major: Robotics

- **Associate Degree - IDF** (*Israel, ISR*) *Completed*

Major: Army Medic

Medic Qualification

IDF (Israel Defence Forces)

- **Associate Degree - CM Audi College** (*Tel Aviv, ISR*) *Completed*

Major: Training and Motivation of Employees

Training and Motivation of Employees Studies Champion Motors Audi College, Tel-Aviv, Israel

- **Associate Degree - CM Audi College** (*Tel Aviv, ISR*)

Major: Business Development

2nd Major: Marketing **Minor:** Sales

Managers Business Development Professional Studies

At Audi College, Tel-Aviv, Israel

Publications

Solar hot water systems - what you need to know, *Green Living Magazine APR2011*

Speaking Events

- Seminar lecturer at Auckland Home Show 2011 – Solar water heating solutions
- Speaker at Organic & Green Living Show 2012 – Sustainable solar solutions
- Keynote speaker at NZIA Auckland – Building integrated Solar PV and Thermal
NZ institution of architects
- Seminar lecturer at Auckland Home Show 2013 – Solar made easy

References

Ronald Bruell: Financial Securities Company Owner / Director; 09 5755035

Peter Kerrigan: Metlifecare, Project Design Manager 021 920 119

Alex Reich: Envirospec, Director & Senior Consultant 021 790 693

Grant Vincent: Winger Motors; MD ; 021 797779

Contact details and additional references will be provided upon request.

Q & A

How have your technical skills been an asset?

Solar energy is an industry in growth and many investors and owners are looking at the financial benefits of solar systems, however, they may not have the required technical knowledge for product selection.

I proud myself to be a person that holds excellent technical understanding along with the ability to market, sell and simplify the process. By this, the technical skills help reduce financial expenses for the investors and owners of new solar energy systems.

Tell me about a time when you had to deal with a challenging project in your job.

The challenge: installation of SWHS in remote locations and conservation islands across NZ. I have project managed and prepared the response to DOC - EECA tender in 2009 to install 26 systems on DOC buildings and campgrounds. Some of the sites were accessible via helicopter only, some by boat. Various systems configurations were used and all installation were completed on time. My project management of this project was a success that followed with 4 more installations for DOC bringing the total number of installations to 30 systems and a satisfied customer.

What new skills or ideas do you bring to the job that other candidates aren't likely to offer?

I am an individual with very high work ethics who is responsible, reliable and thorough in all aspects of business. I have experience working in a team environment, negotiating with firms or individuals and working with extra organisation firms. I also have excellent administrative abilities and work with a systematic point of view.

Final notes

I'm an active person within my community, contributing to regular activities, volunteering to social and communal initiatives.

I love spending time with my partner Leesa and our 3 years old son Benjamin.

Together we enjoy travelling, camping, sailing and bush walks – thank god for New Zealand!