



Jeff Rhoads

Director of Sales

Work History

2014 - Present:
RER Energy Group,
Director of Sales

2011 - 2014:
JCR Consulting,
President

2009 - 2014:
RMK Solar,
Business Development
Manager

2007 - 2009:
Storage Engine, Inc.,
Regional Sales Manager

2005 - 2007:
Xyratex,
Regional Sales Manager

1999 - 2004:
Storage Tek,
Regional Sales
Manager/Channel
Marketing Manager

Education

B.S. in Mathematics,
Penn State University

Role/Relevant Experience

Jeff has worked in the solar PV industry for six years. During that time he has developed large commercial solar projects and built successful, motivated sales teams. Prior to his transition to solar, Jeff worked in sales leadership at a number of companies selling specialized business services. He has extensive experience gaining understanding of customers' needs and working to find the optimal client solution.

As president of solar consulting firm JCR Consulting, Jeff was involved in all aspects of solar project development. From design to managing the project approval process, product evaluation, business planning, as well as strategic partner development, and sales and marketing.

While working as business development manager at RMK Solar, Jeff spearheaded the largest "behind the meter" solar PV system in Pennsylvania. Through his efforts in marketing, commercial sales, and partner development for large projects, Jeff consistently delivered year-over-year revenue growth.

When Jeff was regional sales manager at Storage Engine, Inc., he was responsible for both end-user and distribution/channel sales goals. In this capacity he managed a technical sales team that focused on high-end backup/recovery, continuous data projection, and data replication for large enterprise customers.

Jeff also spent time as regional sales manager for Xyratex, where he developed and managed value-added reseller, systems integration, and large-scale OEM projects. Prior to that, while working as regional sales manager/channel marketing manager at Storage Tek, Jeff managed the Business Group Sales Team and generated new business in backup/restore, data protection, and DR.