



# Michael Roach

## Solar Project Developer

### **Work History**

2013 - Present:

RER Energy Group  
Sunvestment Group

2012 - 2013:

EMT Solar Works,  
Outside Sales Rep.

2006 - 2010:

U.B.S. Distribution,  
Distributor Sales Rep.

2004 - 2006:

Summit Wholesale,  
Distributor Sales Rep.

1993 - 2004:

Direct Vent Systems,  
Owner

### **Education**

A.A.S., Renewable Energy  
Technology  
Morrisville State College

### **Licenses/Certs**

NABCEP: PV Entry  
Level Certificate of  
Knowledge

SUNPOWER: Advanced  
Level Sales

### **Role/Relevant Experience**

Michael has more than 15 years of experience in the Renewable Energy industry. His work is focused on prospect development, sales support, site evaluation, and system design for clients and strategic partners.

Before joining RER, Michael was an outside sales rep for ETM Solar Works, where he spearheaded initial efforts to expand the sales and service territory to central New York's residential and commercial markets.

At U.B.S Distribution, he served as both outside sales and training representative in the distribution of biomass heating equipment. He was able to successfully leverage improved marketing, product knowledge, and technical proficiency into continued year-over-year sales and unit volume increases.

Michael also worked as sales and training representative for Summit Wholesale, where he provided dealer support through sales and technical training. He served a current dealer base while expanding the company to previously under-represented areas.

Michael has also been a business owner, running both the retail and subcontract business of Direct Vent Systems. He was engaged in every aspect of the business: initial sales contact, qualification, consumer education, installation, service and product support.