

## *J Craig Shields III – Resume Summary*

Craig Shields' background is a blend of marketing consulting and business development for clients in B2B products and services, and, more recently, clean energy.

Starting in 1983, Craig built and managed a marketing agency with a staff as large as 210 professionals, generating demand for Fortune-sized and high-growth clients in IT, automotive, and industrial capital equipment. Headline client relationships included IBM, Hewlett-Packard, Sony, Porsche Motor Cars, 3M, FedEx, Microsoft, General Motors, ITT, Litton, 3Com, Xerox, Penske, AT&T, National Semiconductor, Philips Electronics, Nortel Networks, Unisys, Pacific Telesis, Mitsubishi, Pioneer Electronics, Fujitsu, and Oracle.

Recent efforts in marketing consulting to clients in renewable energy have included Xzeres Wind Corporation, Ocean Thermal Energy Corporation, and PlexiSun (building-integrated solar thermal hot water heating).

Typical projects required the establishment of new markets, or the launch of new products into existing markets. This routinely involved developing a detailed assessment of the needs and wants of every entity that would ultimately either a) form a part of the supply chain, or b) influence the end-user's purchase decision.

Craig and his team have performed over 800 projects, and rapidly amassed an international reputation of excellence, as well as a demonstrable track-record of success, in building new markets.

### **Current Focus: Renewable Energy**

Craig's position as editor of [2GreenEnergy.com](http://2GreenEnergy.com) and [CleanEnergyPress.com](http://CleanEnergyPress.com) enables him to use these business skills to forward concepts that are central to our survival as a species: the cessation of destructive practices associated with the production and consumption of energy. Since its inception, the website [www.2GreenEnergy](http://www.2GreenEnergy) has enabled people all around the globe to come together and share important ideas concerning renewable energy, electric transportation, and sustainability more generally.

### **Consulting Services**

Craig and his team offer a variety of services to cleantech start-ups and developed enterprises, including market potential assessment, public relations, raising investment capital, engineering analyses, the establishment of partnerships and joint ventures, renewable energy feasibility studies and project management, grant writing, and corporate sustainability initiatives.

## **Cultivating Investors**

Among other things, 2GreenEnergy.com is a place where cleantech entrepreneurs and investors meet and form productive business relationships. In particular, since the organization's inception in 2009, Craig and his team have:

- Vetted over 2200 cleantech business plans, and currently represent 26 of the very best opportunities to the investor community worldwide
- Spoken with many hundreds of angel investors, venture capitalists, family offices, private equity firms, and representatives of institutional investors domestically and internationally, winnowing out a few dozen that have active, immediate interest in the subject
- Facilitated a small but growing number of deals

## **Author**

Craig's first book, Renewable Energy – Facts and Fantasies (published 2010, #1 best-selling energy book on Amazon ), is a compilation of interviews with 25 subject matter experts on the technology, the economics, and the politics of clean energy. His second book, Is Renewable Really Doable? (published 2012, #1 best-selling “environmental economics” book on Amazon) is a “deeper dive” into the issues that prevent our civilization from achieving a sustainable approach to energy. His current book project, Renewable Energy – Following the Money, was recently released.

## **Education**

B.A., Trinity College, Hartford, CT, 1977 (Physics and Philosophy)

M.A., Georgetown University, Washington, D.C., 1979 (Philosophy)