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## Solar Resume

### **Solar Cultivation Technologies, Inc.**

September 2019 - July 2021

Co-Founder & Chief Sales Officer

Responsible for developing revenue through effective sales execution. Specifically to service the cannabis industry by offering ultra-low carbon energy systems including lighting, solar energy, battery storage, and intelligent systems management.

As a result of these efforts an untapped market of other non-cultivation applications presented themselves. The need to service non-cannabis customers Chris created D.C. Power & Storage Systems as a separate division of SCT, which has become the core driver of the technology and value proposition of Solar Cultivation Technologies. With the development plan in full swing, Chris' efforts are expected to yield extraordinary results and robust profits.

Chris has consulted for over a dozen high profile cannabis operations including Pure Harvest Cannabis in Dumont, Colorado where he designed, built and energized their dispensary. Lighting, Solar, Storage designs have been developed for numerous cultivation facilities in Colorado, Michigan, Florida and Massachusetts.

### **Sun Light Research & Testing LLC**

August 2020 - Present

This is a developing enterprise whose focus is on creating an indoor cultivation facility which produces cannabis with zero carbon. The primary focus is to have a zero carbon cannabis light and then on to climate control and other operations using electricity.

Chris has invented products and concepts along with his partners and design team. These advances include the entire Infinergy line as brought

## SKILLS

High Performance Team Development  
Advanced Sales Education (Sequence 14 System)  
Leading Sales Training  
Top RSM Recruiter in Org  
Salesforce & Reporting  
Class A General Contractor  
Solar Energy Expert  
Cannabis Lighting Expert  
DC Power Expert  
HyperGrid Developer  
All forms of Tech  
College Instructor  
Former Ski Instructor  
Master of Culture Creation

## AWARDS

**11 Certificates of Excellence**  
(Sunrun, Inc)

**Edison Award (Sunrun, Inc.)**  
- Greatest Value to Company  
**Elon Musk / SolarCity AllStar Team 2013 & 2014**  
(Represented top 1% of sales reps nationally)

## LANGUAGES

to market by Solar Cultivation Technologies. Among the standouts in this line is the InfiniLight; the world's first and only zero carbon cannabis light which delivers high intensity spectrum with high yield results.

English - German

The imperative with this enterprise is to create ultra low wattage fixtures producing very high yields in order to meet the impending net-zero / carbon neutral initiatives in Colorado and other energy conscious states.

Chris originally was introduced to cannabis cultivation in Amsterdam, NL after having taken a week-long hydroponic course offered by the 'Grasshopper' cannabis university. I took that knowledge and along with intensive study and tutoring over the past 3 years, Chris' overall knowledge of energy systems as they pertain to cannabis cultivation is unparalleled.

### **Advanced Execution Strategies Littleton, CO — Proprietor**

December 2018 - Present

Consulting for business processes, sales development, leadership and talent mobility with an emphasis on high performance execution. Currently consulting several publicly traded cannabis companies for the implementation of their renewable energy options.

Relationships with several communities requesting Community Solar programs.

Relationship with funding sources for solar projects.

Consulted several sales organizations and implemented the Sequence 14 processes resulting in significant increase in revenue.

Consulted Pure Harvest Cannabis Group as their protem Director of Renewable Energy. This contract led to the co-creation of Solar Cultivation Technologies, Inc and my segueing out of A.E.S. and into S.C.T. fulltime.

Facilitated the partnership of Dr. James Rouse and Pure Harvest Cannabis Group / Pure Harvest Hemp and the creation of Love Pharm - CBD platform for the world renowned Naturopath and Endocannabinoid expert - Dr. James Rouse.

### **Sunrun, Inc. Denver, CO — Senior Manager - Colorado Sales**

September 2015 - December 2018

Developed a 35 person sale organization from a core group of 5 reps in 2015. Increased gross revenues from approximately \$300k per mo. to approximately \$5mio per month. Created the 'Sugar' Culture wherein >50% of revenues were generated through Self Gen/Referral (SGR - Sugar) activity. Tracking for \$75+mio in 2019.

## **SolarCity, Denver, CO — Senior Consultant – Field Sales**

September 2011 - September 2015

Top Performing Sales Consultant for the company.

Averaged 13 installations per month from enrollment date to last day on the job. Best year - 224 installations, 42% SGR - Top 1% in Company

## **Red Rocks Community College – Instructor – Construction Department – Renewable Energy Program**

January 2008 - June 2012

Created and delivered course curriculum for the Estimating For Energy -201. Basis of course was used in NABCEP Sales Certification

## **Consolidated Trades, Littleton, CO — Proprietor**

June 2002 - Present

May 2003 - 2004 - Consulted Matthew Nelson Solar (California - SMUD) Converted company from residential focused to commercial. Rebranded company to Quantum Energy Group. Company was then sold to World Water and Power (DIA Solar Provider)

2004 - 2005 Worked with Dr. Neway Argaw - Leading research and development expert in all things solar (PV and Thermal) - King Soopers 2MW project - Safeway 1.5MW project.

2007 - 2009 Set up Independent Contractor / Independent Satellite offices for SolSource, Inc. (Colorado's largest Solar Company prior to Solarcity) in Breckenridge, CO and Littleton, CO

## **EDUCATION**

### **Colorado Mountain College**

Real Estate -

### **Berliner Freie Universitat**

1995 - 1997

Business Equivalence for Managing Directors / Geschäftsführer Certification

### **Red Rock Community College**

2008 - 2012

Community Colleges of Colorado Teacher Certificate / Staff Instructor

## **OTHER WORK**

### **Legacy Construction Company of Colorado – Operations Manager – Licensing & Compliance**

June 2002 - August 2007

Ran the entire back office operations of the construction company.  
Assisted in developing a \$1.5mio per month gross revenue business (2 person operation – the Owner, Larry Moore and I)

Negotiate the North American Distribution rights for Apricus Solar (Solar Thermal Company) – Legacy later declined the offer.

Performed all Contractor Testing for all licensing throughout Colorado – Class A General Contractor –

**Vision Travel, GMBH – Berlin, Germany – Managing Director – Minority Shareholder**  
August 1995 – December 1999

Created, Developed, Funded and Executed an in-home travel sales organization.

>700 independant sales associates  
Largest travel agency in Berlin, Germany  
Largest distributor of Deutsche-BA flight Vouchers

Partner: PRS Oberoi of the Oberoi Hotel Group – Funded the GMBH and was Majority Shareholder

**NuSkin, Intl. – Provo, Utah – Blue Diamond Distributor**  
1987 – 1995

Developed an independent sales force of over 20,000 sales reps marketing an excess of \$1.5mio wholesale volume per month –  
Created numerous industry changing campaigns –  
Voice Mail for Recruiting –  
National Training Program –  
Pioneered German Market –

**CREATIONS -**

***SGR & SGR Refinery –***

Cultural Branding Concept to move a failing sales team into being the company leader. By shifting the emphasis on a ‘punitive’ approach to generating less costly business through referral and self gen, I changed the focus. I rebranded what the company labeled r/sg – referral and self gen opportunities simply to Self Gen – Referral – SGR – Sugar... The compensation plan paid double for RSG business so I created a brand around the ‘sweet’ money. Easier to close and more lucrative. I was the first team in the nation to average over 40% SGR and then over 50% SGR.

SGR Refinery was the process of a weekly team meeting created to procure our self gen opportunities. The practice was adopted by the company and drives the Self Gen machine at Sunrun.

***Talent Mobility and Performance Pipeline Template –***

This is a complete, 40 page, format for the process and plan I used to develop these teams in Colorado. It is a comprehensive program of achievement and culture development. Available upon request and the basis of my Advanced Execution Strategies.

### ***Alignment – Mechanism Management Model –***

Through my studies at the Pacific Institute I have come to understand the dynamics of performance and the role belief plays in achievement. Great companies execute well in the two primary segments of all businesses – the proper mechanism(s) in place and team and resource alignment. However, outstanding companies always lead with alignment. Since individuals perform at the level of their belief, high performance comes from addressing belief systems.

### ***HPT – Template***

High Performance Team Template – This is a simple template for keeping team members on track and aligned with their objectives and activities. It is the central tool for personal high performance accountability.

### ***The Impeccable Agreement – Quota, Commit, Stretch, Goal – Agreement***

It was said by the CEO of Sunrun, Lynn Jurich, that I was the originator of the impeccable agreement. I am not. I am simply the first one in the company who entered into one with Lynn and delivered in a big way. This way of agreeing to mutual commitments is the most reliable way to predict outcome. I was able to be the single most accurate manager in delivering my sales commitments. Additionally, I was the only Regional Manager to expand their territory and business development without cost to the company.

***“If you want to get it done, get Chris Ebersberg!” Dr. Ian Peters***