

Cleantech Innovations in the Commercial Building Sector



Innovations in materials, controls, and user engagement strategies are providing new opportunities for creating smart, sustainable buildings. ♦ This symposium will explore recent advances for energy efficiency, on-site renewable

energy, and occupant engagement and well-being. ♦ The event will also allow for open dialogue among commercial building stakeholders, technology and product developers, researchers, and others.

Wednesday, April 23, 2014
1:00 PM – 5:00 PM

PG&E Pacific Energy Center

851 Howard Street, San Francisco, CA
Also available by live webcast

Registration

Space is limited and pre-registration for the event is highly recommended.

Register for San Francisco **class**:
www.pge.com/pec/classes/6864.htm

Register for the live **webcast**:
www.pge.com/pec/classes/6886.htm

This symposium is free and open to the public. It is sponsored by the Center for the Built Environment (CBE), at the University of California, Berkeley, and the PG&E Pacific Energy Center.

Participating Speakers and Companies

Lindsay Baker

VP of Research and Marketing, **Building Robotics**

Bob Thronson

Vice President Business Development, **Vigilent**

Asim Hussain

Senior Director of Marketing and Customer Experience, **Bloom Energy**

Jake Masters

Founder and CEO, **Enmetric Systems**

Susie Minton

Director of Marketing and Business Development
Lunera Lighting

Brandon Tinianov

Senior Director Technical Business Development
View Dynamic Glass

Organizing sponsors



Center for the Built Environment (CBE)
University of California, Berkeley
510.642.4950
www.cbe.berkeley.edu



Pacific Gas and Electric Company
Pacific Energy Center
415.973.2277
www.pge.com/pec



Symposium Speakers



Lindsay Baker
VP of Research and Marketing
Building Robotics

Lindsay Baker leads research and marketing for Building Robotics, an emerging venture-backed software startup in the building industry that has its roots in various UC Berkeley programs. Building Robotics is changing the way people interact with buildings by developing cutting-edge software solutions that increase comfort and optimize building systems. Prior to BR, she worked with Mary Davidge Associates, catalyzing sustainable operations at Google's headquarters. She is a PhD candidate in Building Science at UC Berkeley, where she also received her Master's. She also worked at the USGBC, developing early LEED rating systems. She has served as a writer, convener and consultant in the sustainable buildings industry for over ten years.



Bob Thronson
Vice President Business Development
Vigilent

Bob's professional focus is leading powerful technologies to broad market success. At Vigilent, he is responsible for the company's global partnerships. Prior to Vigilent, he led marketing and/or business development at Genesys Telecommunications Labs, Telera, Centex Telemanagement, and Spectrum Services. Bob is also an advisor to several early-stage clean energy generation and carbon capture technology companies. He has an MS/BS in Industrial Engineering and a Masters in Business Administration from Stanford University.



Asim Hussain
Senior Director Marketing
and Customer Experience
Bloom Energy

Asim Hussain has worked extensively in the areas of marketing, business development, and product management in early stage, high growth clean technology companies. At Bloom Energy he is responsible for new market development, sales enablement, customer engagement and experience, product and corporate marketing, and new product development. Prior to Bloom, Asim worked for CURRENT Group, a Smart Grid solutions provider, as the Chief of Staff for the CEO. He previously advised electric utility and telecommunication clients while working for Deloitte Consulting. Asim earned a BS in Commerce with Distinction from the McIntire School of Commerce at the University of Virginia, and an MBA from the Harvard Business School.



Jake Masters
Founder and CEO
Enmetric Systems

As a Network Engineer at the Seattle Biomedical Research Institute, Jake was responsible for designing and managing enterprise-class computer data centers. He recognized that data center operational costs would be better managed if each individual server's electricity consumption could be measured and aggregated. Using that insight, Jake developed software to monitor, collect, and report electrical energy usage data. Jake migrated this approach to small business and enterprise environments, leading to Enmetric's vision of providing large enterprise customers and commercial building management teams with tools to intelligently manage their energy use.



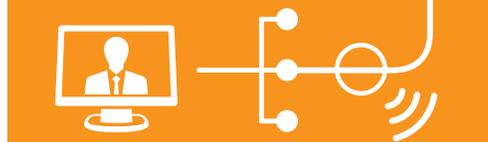
Susie Minton
Director of Marketing and Business
Development
Lunera Lighting

Susie Minton is a lighting industry leader with 15 years of experience taking advanced lighting solutions to commercial markets. She has led marketing strategy and execution through private, public, and venture funded lighting companies. Susie specializes in alignment of product and channel strategy to ensure successful product launches into transforming markets. Prior to joining Lunera, Ms. Minton worked for large and small lighting firms including Lumenergi, Inc., Acuity Brands, and Lutron. Some of her other accomplishments include over seven years of service as a Naval Meteorology & Oceanography Officer with the US Navy, and certification as an alpine ski instructor.



Brandon Tinianov
Senior Director Technical Business
Development
View Dynamic Glass

Dr. Tinianov has dedicated his career to product innovation and commercialization in the field of energy efficiency and building sciences. His 20 years of lab and field experience in the construction industry have spanned various materials and systems including insulation, wallboard, glazing and software controls. Throughout his career, he has been actively involved in authoring national and international standards, codes, and policies. Brandon is a career inventor, with 26 issued patents and more than twenty pending patent applications. The former CTO of Serious Materials, he currently serves as Senior Director of Business Development at View and on the Board of Directors of the USGBC Northern California Chapter.



Symposium Schedule

- 1:00 pm** **Introductions**
- 1:15 pm** **Innovations in Lighting, Daylighting and Comfort**
Lindsay Baker, VP of Research & Marketing, Building Robotics
Susie Minton, Director of Marketing and Business Development, Lunera Lighting
Brandon Tinianov, Sr. Director Technical Business Development, View Dynamic Glass
- 2:45 pm** **Coffee Break**
- 3:15 pm** **Innovations in Power, Monitoring and Control**
Bob Thronson, Vice President Business Development, Vigilent
Jake Masters, Founder and CEO, Enmetric Systems
Asim Hussain, Senior Director Marketing and Customer Experience, Bloom Energy
- 5:00 pm** **Adjourn**

Publicity Partners



GreenBiz Group
[VERGE SF 2014](#)



Cleantech Open
[Cleantech Open 2014](#)



AIA San Francisco
[www.iasf.org](#)



Sustainable Silicon Valley
[WEST 2014 Summit/Showcase](#)



ASHRAE
Golden Gate Chapter
[www.ggashrae.org](#)



USGBC Northern
California Chapter
[www.usgbc-ncc.org](#)