

My mission is to play a positive role in the transition to clean energy.

I provide customer relationship management and business development with a strategic marketing focus. As a former business owner with a diverse career, I have experience with managing large and small accounts, end consumers, B2B, business dynamics, and delivering value. My M.B.A from Macquarie University, BSc. in Ecology from UCSD, and my practical background in construction and energy efficiency provide me with a tangible foundation for discovering solutions in new energy markets.

Visit me at [ianwaight.com](http://ianwaight.com)

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## Career Highlights

- Developed and implemented marketing and sales strategies at Solar Analytics, grew customer database by 7X. Established online lead acquisition channels. Qualified opportunities and managed through to conversion.
  - Found and grew Palisade Construction as a full service custom home building firm. Operated in the Lake Tahoe luxury market for 8 years, generating up to \$1.5M in annual revenues.
  - Lead Sierra Green Building Association through growth and strategic refocus. Grew membership by 4X. Served on Board of Directors.
  - Successfully managed relationships with key partners to balance demanding production and safety goals in the Western Australian resource sector. Oversaw onsite deliverables for global EPCM clients.
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## Experience

### Solar Analytics – Marketing Technology Manager – June 2017 – Present

- Formulate and drive marketing strategies and initiatives. Manage campaigns and projects. Develop marketing messaging and materials.
- Advise directors on strategy, market opportunities, competitive landscapes, company positioning.
- Manage top of funnel acquisition, qualify leads, and convert to opportunities.
- Engage in sales activity, 48% win rate for converting opportunities.
- Successfully implemented CRM platform for company. Established and manage systems for digital marketing automation.
- Increased online lead acquisition rate by 5X.
- Established metric tracking and analysis for marketing funnel and sales pipeline performance.

### NRW – Safety Advisor / acting Environmental Advisor (Roy Hill) – May 2014 – December 2014

- Achieved no Lost Time injuries (LTIFR = 0) on project for NRW and its subcontractors.
- Forged powerful relationships with Supervisors and key stakeholders to ensure successful implementation of HSE initiatives.
- Anticipated EPCM expectations to prevent interruptions in project flow.

SKILLED – HSE Coordinator / Safety Advisor / Area Supervisor – April 2012– May 2014

- Oversaw successful on-site delivery of \$10M contractual obligations with Samsung SCT / Roy Hill.
- Managed account operations with up to 135 rostered employees at BHP sites.
- Engaged in difficult and complex client relations on behalf of company.
- Implemented updated Safety Risk Assessment program for Rail Operations Division.

Palisade Construction – Business Owner / General Contractor – 2004 – 2012

- Established and grew business to generate \$1.5M in annual revenues.
- Negotiated and secured contracts up to \$500K.
- Employed energy efficacy practices and green building techniques.
- Delivered solutions for unique and complex design specifications.
- Managed activities on simultaneous multiple projects involving the supervision of up to 30 workers.
- Conducted small business operations including contract negotiation, budgeting, billing, accounting, receivables and payables, payroll and HR.
- Moderated site safety provisions, adhere to OSHA requirements, conducted safety training.
- Adhered to strict environmental regulations for building in ecologically sensitive region. Observed and complied with mandated conservation ordinances and implemented environmental best practices
- Maintained zero recorded injury measure for 8 years.

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**Board of Directors**Sierra Green Building AssociationPresident 2010 – 2012

- Chairman of Board of Directors / General Manager.
- Managed non-profit organisation's implementation of programs and events
- Represented organisation in local communities and wider region.
- Lead organisation through post G.F.C. recovery, achieving positive financial annual growth.
- Supervised sales and marketing programs and sales team.

Treasurer 2004 – 2009

- Established and refined accounting system to meet growing needs of the organisation.
- Developed and managed budget annually.

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**Education**

- Macquarie Graduate School of Management – Masters of Business Administration (MBA) - 2016  
Merit Awards for top of class: Marketing Management; Foundations of Management Thought
- University of California, San Diego – B.Sc. Ecology – 1997