

PHILIP R. WINTERS

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PROFESSIONAL EXPERIENCE

ENWISE HOLDINGS INC, Toronto, ON

2006-2008

Chief Sustainability Officer (CSO), Director

Promoted to CSO of EnWise Holdings Inc. in Dec/07 to ensure overall corporate focus on long term planning, strategy and implementation as they relate to growth and new business opportunities.

- Core responsibilities include long term strategy; acting as spokesperson/ambassador for the EnWise group of companies (EnWise Building Science, EnWise Power Solutions, EnWise Capital Corp); design, launch and tracking of Triple Bottom Line accounting and business practices system.

President, EnWise Power Solutions

Co-Founded and launched aggressive turn-key residential energy efficiency group of companies

- Managed day to day activities of growing team (from 2 to <100 employees in 10 months), supervising VP Marketing/Sales and VP Operations
- Helped secure two rounds of financing (\$7 million +) for ongoing strategic growth and operations
- Secured government contract and license for energy retrofit rebates from Nat. Resources Canada
- Screened, interviewed and hired growing teams of energy auditors, sales reps and technicians
- Secured, designed and launched numerous partnerships for all aspects of our business

SUSTAINABLE ENERGY TECHNOLOGIES, Calgary, AB

2003 - 2006

North American Marketing and Public Relations Manager

- Lead all functions in project evaluation and implementation, including: proposals and contracts; project coordination and management; investment and equity raising services; corporate and public communications; investor, government and public relations; energy project research, development, management and community relations.
- Developed and successfully executed renewable energy product marketing and sales strategy for new patented distributed generation technology, resulting in dramatic increase in demand in target markets.
- Lead all North American sales and marketing efforts including customer identification, development, contact and follow-up strategies.
- Direct all corporate external relations with government, investment community and media.

LEADING EDGE STRATEGIES, Denver, CO

2001 - 2004

Founder and Managing Partner

Formed and managed strategic consulting group focused on political and renewable energy clients and campaigns. Provided leadership on campaign strategy, planning, launch and implementation; organizational development and training; communications and public visibility strategies; government and public relations. Clients and abbreviated responsibilities:

John Hickenlooper for Mayor (Denver)

- Trained and supervised eight member campaign team while directing all campaign field operations, voter contact strategy, volunteer recruitment and supervision.
- Led communications with citizens, business and interest groups.
- Established and managed strategic electoral targeting, which successfully shifted candidates support from 3% to 65%. Mayor Hickenlooper and his campaign are considered highly innovative.
- Launched Sustainable Denver initiative which was subsequently turned into city department.

David Suzuki Foundation (Vancouver)

- Led aggressive national education and advocacy campaign, successfully engaging 1000 health organizations and high profile medical professionals into national clean air and climate change coalition
- Produced PR products with Dr. David Suzuki, including audio, video and print materials for national and international distribution.

National Youth Vote Coalition (Washington, DC)

- Organized and managed statewide coalition representing over 100 diverse organizations, successfully engaging over 100,000 first time voters, increasing target participation rate by 25%
- Provided ongoing consultation to all regional and national campaigns
- Trained and supervised nine campaigns with total of 37 staff members.

Tom Plant for Statehouse (Boulder)

- Campaign consultant and interim campaign manager for successful freshman candidate through elections in 1998 – 2002.
- Developed voter contract strategy, district targeting and fundraising outreach.

CENTER FOR ENVIRONMENTAL CITIZENSHIP, Washington, D.C.

1998 – 2001

Western Director

Established and managed regional headquarters for a well respected national civic engagement campaign overseeing ten-states with multiple field offices. Duties focused on organizational growth and management to ensure a strong and sustainable organization capable of training, educating and organizing a diverse national network of young leaders.

- Hired, trained and supervised growing team.
- Trained over 400 young leaders on political organizing, team management, media skills, lobbying, fundraising, coalition building and online campaigning.
- Coordinated \$1 million non-partisan voter awareness, contact and mobilization campaign.
- Served as media coordinator and spokesperson resulting in over 300 media stories.
- Raised over \$1 million through foundations, public appeals and major donor initiatives.
- Initiated, developed and supervised national Presidential candidate energy policy accountability campaign focused on renewable energy and energy efficiency.
- Wrote and produced series of public service announcements.

COLORADO CITIZENS CAMPAIGN, Denver, CO

1996 – 1997

Field Campaign Director

- Led field campaigns in Colorado, building citizen support for water and energy campaigns.
- Developed broad legislative and organizational coalitions in support of efforts.
- Recruited and trained public educators and spokespeople.
- Implemented strategic grassroots initiatives to develop citizen support.
- Ran public accountability and voter identification campaigns across state.

ARBOR INTERNATIONAL, Toronto, ON

1992 – 1996

Project Manager

- Managed multi-million dollar reforestation contracts, overseeing all aspects of remote work camps including inventory and financial management, production quality control, employee health and safety, and client relations.

EDUCATION and TRAINING

Midwest Academy, Chicago, Illinois

School of organizational leadership and strategy.

2000

Solar Energy International, Carbondale, Colorado

Energy System Installation, solar and wind systems

1999

Environmental Leadership Institute, Washington, DC

Electoral strategy, communications and leadership

1998

Queens University, Kingston, Ontario

Bachelor of Arts (with Honours), Political Science

1994