

# Walter Havekorst

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## PROFESSIONAL STRENGTHS

Noted for decisive, motivating, and proved experienced management, administration, sales, international and 50 state marketing expert. Organization and operation style resulting in high levels of individual and team productivity. Thrives on a dynamic and challenging environment. **Strongly self-motivated, chief administrator, risk investment analyst, product development expertise, business expansion skills, pricing, finance, strategic development, entrepreneur, energetic, intuitive leader, supervisor, technology savvy, strong problem solving skills, intuitive closer, and profit-oriented.** Proven track record of designing and implementing successful projects and leading large teams of personnel. Experienced in developing long-term risk assessment, human resources, customer and political relations. Forceful and productive presenter; has run seminars, training programs, and conferences. A skillful negotiator, presenter, and a proven and intuitive closer. Traveled Extensively throughout the World.

## SUMMARY OF QUALIFICATIONS:

Demonstrated leadership, supervisory, analytical, development opportunities and management abilities over a distinguished career. **In the professional career roles of Development Manager, Channel Development Manager, COO, Director of Sales, VP of Sales and Marketing, Principal Broker, CFO, Construction Liaison, CFO, National Sales Manager, Senior Sales Representative** to name a few, have reorganized, set up and **managed financials from \$50Million to \$1Billion, worldwide personnel teams of over 200 people.** A professional administrator, HR Manager, supervisor, manager, public relations expert, sales person, and supervisor with C-Level communication skills.

- **Bachelor of Science in Business Administration** from University of Southern California
- **15 Plus** Years in specialized experience of responsible professional work experience in planning, coordinating, Risk Management, Finance, delegation and overseeing activities and events such as orientations, risk investment analysis, special accommodations, information dissemination, etc., coordinating or performing protocol functions which involved reviewing, planning, or coordinating logistics. Companies include Apple Computer, Hawaii Pacific Solar, County of Maui, ComputerLand, Sun Computers, Radius/Miro Displays, Inc., Burstband, Kulana Capital, etc.
- **20 Plus** Years of experience in Product Development, including pricing, packaging, marketing, recruiting both companies and personnel to successfully launch new products and joint venture opportunities.
- **20 Plus** Years of conducting not only feasibility studies, but also research analysis, target demographics, ROI, focus groups, etc.

### **SALES/MARKETING/OPERATIONS**

Direct / New Account Sales Management  
Product Marketing Management  
Ad Placement – Print, Web, TV  
Online Presence and Functionality  
Distributor / End User / Reseller Relations  
Sales Promotion / Marketing Communications  
Finance/Tax Structure/Fiscal Responsibility  
Venture Capital Presentations  
Corporate Identity/Branding  
Legal Audits/Review / Trademark Applications  
Finance Responsibility – P&L \$3Billion  
Public Relations  
Partner Alliances  
Council Presentations

### **FINANCE**

Recruiting / Training  
Property Management/Appraisal  
Voucher Administration  
Legal Process Management  
Risk Assessments  
Evaluation/Selection  
Accounting Systems  
HR Planning & Forecasting  
Benefit Selections/Management  
Created HR Policies  
Financial Oversight  
Eminent Domain  
Government Programs  
IRR/PPA

### **ENGINEERING/DEVELOPMENT**

Product/Software/Hardware Development  
Construction Project Liaison and Coordination  
Windows Server/ Mac OSX Server  
Research and Analysis  
Land Use/Permit Applications  
Engineering Personnel Recruitment  
Quality and Assurance Processes  
Beta and Alpha Test Management  
Hardware Tooling and Design  
Manufacturing management in Korea  
Land Planning and Development  
Overseas Manufacturing/Engineering  
Employee Bonus Programs Web Site Creation  
Resolutions Strategic Engineering

## EDUCATION

**Bachelor of Science Degree- Business Administration**

**University of Southern California, Marshall School of Business Los Angeles, CA**

## **PROFESSIONAL CAREER HIGHLIGHTS**

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### **Partner, Business Development**

#### **Solar Partner, Munich, Germany and Los Angeles, California (solar-partner.com)**

January 2011 – Present

- Advised and Provided Bid Responses to over 250MW in United States.
- Providing Guidance and Professional Consulting and Retained PPA Agreements for 500kW to 50MW projects in Southern California.
- Currently providing exclusive on Invitation Only response for 2012 – 2014 construction projects with complete Due Diligence packages for California 50MW projects aggregated up to 500MW.

### **COO/VP of Sales/Founder**

#### **Residential, Utility and Commercial PV Development, and Operations**

#### **Hawaii Pacific Solar LLC – Honolulu, Hawaii – Solar PV Integration Firm**

June 2009 – September 2011

- Have obtained Contracts for over 55MW (equals approximately 20,000 homes) in Solar Photovoltaic installation including State of Hawaii DOE Schools, NAVFAC Pearl Harbor, Camp Smith, PMRF, and Kauai Joint Venture Solar Installations. Provided the Financial Analysis for Rockwell Finance and Conergy
- Been Responsible for over 800kW of Installations in Hawaii.
- Hired and Recruited Electrical Engineers Integration on Each project, utility off-grid and on-grid installations and IRS (Interoperability Reliability Standards) for integration with the local utility.
- Been lead for PUC communications, legal briefs, and Clean Energy Initiative within the State of Hawaii for the States goal to be less dependent on foreign oil.
- **Results: HPS will be the premier Solar Integrator and Largest in Hawaii by end of 2011. Already have awarded contracts in excess of \$55M in revenue for PV, sold interest in September 2011.**

### **COO/VP of Sales**

#### **Solar Farms, Utility Scale Applications, Residential and Commercial**

#### **Solar Designs, Inc. – Mountain View, California and Honolulu, Hawaii**

#### **Solar Designs Hawaii LLC – Hawaii – Solar Design and Placement Firm**

June 2007-June 2009

- Solar Farm Utility Scale Development and Contractor Recruitment for Google Lead Generation Program and Lead Generation at all levels.
- Design, Content, Sizzle for Web Site, Marketing and Development including the contract design, implementation and rollout to the Southwest and Hawaii Region.
- All aspects for the California and Hawaii incentive programs were included.
- Lead generation began to viral at doubling its efforts to over 3:1 conversion of interest level by contact form and telemarketing group Headquartered in Mountain View.

### **Director of US Development**

#### **Coldwell Banker, Munich, Germany and Mallorca, Spain – Worldwide Real Estate Investment Firms**

January 2002 to June 2007

- **US Representative** reporting to the President/COO of Coldwell Banker of Europe.
- Responsible for aiding in setting up the referral program for cross border marketing of customers from both Europe and United States.
- Leveraged CB and RE/MAX referral programs from all programs to complete all types of transactions, including 1031 exchanges, Residential, Commercial, Development, Construction and Foreclosures.
- Responsible for over \$52 Million US Dollars in transactions. Maintains both California and Hawaii Licenses.

### **President/COO**

#### **BurstBand Technology Corp. – Silicon Valley, California**

May 2000 – December 2001

- **US Representative** reporting to the President/COO of Coldwell Banker of Europe.
- **Proprietary Technology** that avoids Network and Internet bottlenecks and provides a Guaranteed Quality User Experience (QOS) for video streaming up to 5 Million concurrent users.
- **Raised a \$10 Million Dollar Term Sheet from Prism Ventures**
- **Major Customers included CableVision**

## COO/CFO

### Radius, Inc. (RDUSC) NASDAQ

**Miro Displays, Inc. / Miro GmbH** - Trinitron Monitors, Colormatch Pressview Monitors and LCD Panel Manufacturer  
**Mountain View, California and Frankfurt, Germany**

September 1998 to December 2001

- **Acquired the Publicly traded company of Radius and revitalized the Radius brand of color display LCD Monitors, Pure Flat Sony Trinitron Monitors and ColorMatch management technology. Was promoted to Chief Operating Officer from Vice President of Sales and Marketing.**
- Over **300** employees worldwide and **\$50M+** in Worldwide P&L. Transactions volume was 22,000/month.
- Recruited Vice President of Engineering, Senior Product Marketing and Product Management to develop, evolve, and launch unique technologies to market.
- 12 new product offerings in 12 months. PressView XL, ColorMatch Software, 3 Trinitron Displays, 3 new Pure Flat Trinitron Displays, 4 new LCD Displays with Digital DVI Technology, and more.
- **Launched strategic relationship with Logitech to secure the co-marketing and cross-selling of the Desktop Solution worldwide.**
- **Supervisory Responsibility of 300 people worldwide, 5 Direct Reports, 25 Indirect Reports 2<sup>nd</sup> Level, Reported to CEO and the Board of Directors. Reported Quarterly to Board of Directors in Korea.**

### Director of Sales and Marketing, Worldwide

#### TouchStone Software Corporation (TSSW), Huntington Beach, California

July 1997 – September 1998

- **Company had been unprofitable for 2 years in a row.** Managed 8 reports; reorganized sales team, recruited, hired and trained new sales reps, launched print media advertising campaign including direct mail, e-mail, and PR.
- **Brought Company back into black.** Created new compensation plans for International and OEM market representatives resulting in a **22% increase in sales.**
- **Supervisory responsibility for 5 people.** Reported Directly with Status Reports to Board of Directors.

### National Sales Manager of Distribution Channels for PC Products,

#### Digital Equipment Corporation (DEC) (Now Compaq/HP)

**Stow, Massachusetts and Irvine, California**

January 1994 – June 1996

- **Transitioned companies' direct sales model to a channel sales model for PC products.**
- Launched product marketing, product launches, channel marketing, customer satisfaction escalation paths and Co-op/MDF guidelines and processes.
- **P&L Responsibility grown from \$56Million to \$125 Million.**
- **Negotiated, launched and managed Ingram Micro** as one of the company's premier distributors for U.S. and international distribution rights.
- **Growth rate consistently increased 36 – 42% per quarter.** 1994 revenue were \$56 million, 1995 revenue were \$86 million with fourth quarter earnings at \$38.6 million; 13,682 units at 160% of quota. 1996 revenues were in excess of \$125 million.

### Channel Development Manager -Worldwide - Enterprise and Government Sales Strategy

#### Regional Account Manager, Western Region – National Accounts – ComputerLand/Ingram Micro

#### Senior Retail Sales Executive, Southwest Region

**Apple, Inc. (AAPL), Apple USA, Cupertino, California and Newport Beach, California**

November 1988 - December 1993

- **213% of Assigned Quota, Golden Apple Club Member**
- Designed Strategies to complement company's Enterprise Partner Program to account for \$380 million of business sales and marketing mechanisms including Employee Purchase Programs, Electronic Reporting and priority allocation through the reseller channel.
- **Authored FBR "Focused Bid Response" Program – Apple Enterprise Direct (AED)**
- **Authored System Integrator Program;** Companies included EDS
- Point of contact for all public relations concerning Enterprise Sales and related Channel Programs. Managed and implemented company's Systems Integrator Program for US Future enhancements.
- **Corporate Successes:** Avis - \$2.7M, SCE - \$1.6M, Hallmark - \$12M, Hughes - \$6.3M, KPMG - \$3M and ISSC - \$2.3 M. McDonnell Douglas Space Station Freedom Project 2000 PC's \$12M This program is still in use today under the term "FBR" Focused Bid Response Program. Results: increased revenues by 1% totaling 190,000 incremental units.

## EDUCATION

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University of Southern California (USC) Los Angeles, CA  
Semester At Sea, Institute of Shipboard Education

**B.S.-Business Administration**  
University of Virginia/University of Pittsburgh