

# John H. Atkins, Jr.

## *Professional Profile*

In corporate assignments in sales, finance and general management for three leading European firms, John Atkins twice built \$20,000,000 sales and marketing operations, and successful programs in product introduction and strategic planning. Focusing on strategy and corporate growth, he more than doubled expected performance in every corporate assignment and successfully revitalized three negatively performing operations. In the quality-intensive international marketplace, he was company top revenue producer five years in a row, generating industry-leading sales in the USA, Germany, Brazil and Canada and increased market share. He is fluent in German and effective in international business.

Most recently he founded **TerraShares**, a Green Programs Integrator whose team of engineers and credentialed technicians helps businesses and institutions increase profitability and efficiency using sustainable business practices. **TerraShares Solar** offers “Cashflow Neutral Solar™” large commercial solar systems with 97% reduced capital investment and a deferred purchase option. The similar “Shared Savings Solar™” platform provides utility scale, distributed generation solar complexes to schools districts, municipalities and business parks with no capital investment or expense and guaranteed savings over ten or more years.



Atkins Capital Advisors, now part of **TerraShares**, provides private companies with business development guidance and capital from a wide range of sources. Earlier, in Venture Capital, he managed a portfolio of emerging technology companies, developing methods to reduce venture risk

As a longtime business advisor his Quantum Leaps!™ program offers management, finance and marketing strategies structured for explosive growth. The Navigator™ Strategic Planning Model empowers managers without extensive financial training with high-level tools for corporate planning and financial strategy. Using probability-weighted revenue projections the Sales Pipeline™ puts managers in control of their markets, revenue and cash flow. He has (co)founded businesses in international trade, corporate events, sales support, healthcare, renewable energy, manufacturing and software.

## **Corporate & International Experience**

Vice President, Marketing and Sales, MAHLE, Inc., Morristown, Tennessee. Founded North American Technical Sales operations for premier German automotive manufacturer. Doubled annual sales in 18 months.

Group Sales Manager, Robert Bosch Corporation, Chicago, Illinois. Doubled sales to this European technology giant's largest US business segment. Top producer five years in a row.

DEMAG Corporation, Solon, Ohio, the US HQ of DEMAG Fördertechnik, world's largest crane manufacturer. District Sales Manager in 14 Midwestern states. Earlier was Assistant Controller for corporate planning and cost accounting.

## **Investment Banking & Mergers & Acquisitions**

Managing Director, Atkins Capital Advisors, Morristown, Tennessee. Investment banking firm provides capital formation, M&A and business development services to mid-size and smaller companies. Positioning clients for growth and attracting capital immerses us in their core operations, technology, sales and marketing, accounting and strategic planning, often providing an interim manager. Projects in manufacturing, business services, energy, distribution, construction, media, health and others.

Managing Director, C&J Capital Advisors, investment banking and financial advisory arm of Coulter & Justus, PC, a regional CPA/Tax/Advisory firm in Knoxville, Tennessee, formerly Ernst & Young in Knoxville.

Managing Director, Beckwith Financial Group, Inc., Naples, Florida. Investment banking, M&A and licensing services. Director, Merchant Bank Two LLC.

### **Management & Advisory Services**

Technology program evaluator, EERE Energy Technology Ecosystem, a US Department of Energy competitive grant program to accelerate movement of energy technologies from university labs to market. Provided evaluation of proposals from competing regional collaborations for numerous \$1 million grants.

Financial Evaluator, US Department of Energy's \$2.3 billion Advanced Energy Manufacturing tax credit award program. Provided commercial viability analyses and merit review of electric powered vehicle and advanced battery proposals with budgets to \$500,000,000.

Vice President, PNB Renewables, LLC, New Market, Tennessee, founded to acquire and operate three wind turbines from TVA, supplying power back to TVA under a long term agreement. Company plans to acquire and operate additional renewable assets nationally.

Founder, President, TerraShares, Morristown, Tennessee. Services, resources and technology solutions to operating businesses in energy and environmental sustainability practices, offering technical, management, finance and program execution. See [www.TerraShares.com](http://www.TerraShares.com) and [www.TerraSharesSolar.com](http://www.TerraSharesSolar.com).

Founder, President, TopLine Services, Morristown, Tennessee. To accelerate sales performance, TLS provides high volume sales development, pinpoint market research and customer care/retention strategies to business organizations.

Founder, President, Fire-Lake Productions, Morristown, Tennessee. Producers of extraordinary corporate events and presentations that immerse the audience in the client's message and generate ultra-high level communication.

President Corporate Resources, Morristown, Tennessee, now Atkins Capital Advisors. Corporate development and interim management. Developed **QUANTUM LEAPS!**<sup>™</sup> strategies for explosive growth.

### **Business Development & Ventures, Turn-Arounds**

Director, Fairview Technology Center, Knoxville, Tennessee. High technology business incubator anchoring the Tennessee Technology Corridor.

Director, Investment Portfolio, Tennessee Innovation Center, Martin-Marietta's venture capital operation in Oak Ridge, Tennessee.

CFO, O'Quinn Steel, Knoxville, Tennessee. Re-targeted business model, reduced costs \$900K and raised capital for \$20MM structural steel supplier to the construction and petroleum industries.

Co-founder, TechSpan International, Morristown, TN. First US distributor for Danish producer of light hydraulic construction tools. Market leader in Georgia.

President, COO, HealthSpan Corporation, Raleigh, NC. Medical and health-related venture. Published *Atlanta Good Health & Living Directory*.

Vice President, Sale & Marketing, School Calendar Division, Morrison Publishing Co., Morristown, Tennessee. Restructured 76-person national marketing team, undertook 2,500 projects per year, increased market 500%.

President and COO, VidiMax Corporation, Knoxville, Tennessee. Restructured TV production company losing \$50,000 per month. Introduced one of the nation's first and longest running real estate marketing TV shows.

President, Founder, Environmental Technologies, a Morristown, TN-based solar and alternative energy distributor serving parts of 5 states through dealers we developed and trained. Installed the TVA's largest solar electric generating (PV) facility at the time.

## **Education**

Kent State University, Kent, Ohio; Bachelor of Arts, International Curriculum • Graduate studies - Kent State University School of Business • (3) European management programs and two residencies in Germany • Kepner-Tregoe, Strategic Decision Making and Reliability Assessment • AT&T Archetype-based Team Building and Quality Management • Registered Securities Representative (NASD, SEC) licensed in Tennessee • TVA Energy Management for Schools program • Solar technology training, Pellissippi State College

## **Military Service**

US Army, Ft. Polk, Louisiana, Ft. Gordon, Georgia and Germany. Instructor, US Army Southeastern Signal School. Clearances: Secret – Crypto – NATO.

## **Selected Related Experience**

**“SRECs for Tennessee: How Tennessee Can Become the Solar Giant of the Southeast, ... and generate new state revenues and jobs, too”**, author, white paper on market driven solar energy incentives, June 2011

**“The Future of Solar Energy”**, panel member and speaker, TN Renewable Energy and Economic Development Council, mayors and municipal managers group, Franklin, TN June 2011

**“Shared Savings Solar for Schools”**, presenter June 2011, TN School Property Management Association annual conference, investment-free solar with guaranteed revenue, Pigeon Forge, TN

**“Third Party Financing: Vital for Tennessee”**, author, October 2009, a white paper on third party finance, regulated utility monopolies, state renewable incentives and state energy competitiveness

**“Third Party Financing of Commercial Solar”**, presenter, Knoxville Solar Tour, September 2009

**“Beyond Energy: Saving the Most Energy by Saving More than Energy”**, white paper author, Feb 2009

**East Tennessee Environmental Conference**, speaker, March 2009.

**“A Green Response to Environmental Adversity”**, speaker, Rotary Club, Kingston, TN, Jan 2009

**“Recession Relief: Surviving the First Green Recession”**, author, November 2008

**“The REAL Green Business Issues: Why Companies Should Go Green”**, author, Oct 2008.

**“Why (and How) Businesses Need to Go Green... Now.”**, title speaker, Construction Specialists Institute, Nashville, TN, regional construction technology association, April 2008.

**“Business Green Guide – 2008”**, author, December 2007

**Researcher, Producer.** *Going Green: How will regional building professionals respond to the Green Wave?* Twenty four seminars and market research of 200 architects, engineers, designers, contractors, sellers owners. Originator and chief investigator, 2007.

**Board Member, Technology 2020**, Oak Ridge, Tennessee Public/private technology business development entity with state-wide operations. 2003.

**Member, Mentors Council, Technology 2020**, Oak Ridge, Tennessee Advise economic development organization clients on business development and growth issues.

**Chairman, East Tennessee Technology Council**, Oak Ridge, Tennessee Regional technology and venture business association of 200+ member firms. 2003.

**Founder and host, Friday Forum on Fifth**, Naples, Florida, a weekly roundtable for entrepreneurs, internationals, creative thinkers and resource providers

**“Measuring and Maximizing Pre-Transaction Valuation: Preparing for Funding or Sale of the Business”**, co-presenter, East Tennessee Technology Council, Oak Ridge, TN

**“Cradle to IPO... and Beyond”**, speaker, Center for Entrepreneurial Growth, Oak ridge, Tennessee, Privately funded technology commercialization group.

**“Funding New Ventures”**, speaker, Tennessee Inventors Association, Oak Ridge, Tennessee, Inventors group.

**“Attracting Funding to Emerging and Venture Companies”**, speaker, Technology Business Alliance, Knoxville, Tennessee, Business association.

**“Profiting from Innovation”**, featured speaker, Naples Entrepreneurs’ Workshop, Naples, Florida, New venture association.

**“From Patents to Profits”**, guest speaker, Edison Inventors’ Association, Ft. Myers, Florida, One of the nation’s largest inventors' groups.

**Board Member, Southwest Florida International Trade Association**, Ft. Myers, Florida, Regional international trade organization.

**Chairman, International Connections Subcommittee**, Horizon Council, Ft. Myers, Florida, Advisory panel to Lee County, Florida government.

**Elected Member, The Naples Institute, Science and Technology Council**, Naples, Florida, 1996-1998. National non-partisan center for leadership and policy development founded by Mount Ida College, Newton, Massachusetts.

**The Atlanta Good Health and Living Directory**, editor/publisher, Atlanta, GA

**Executive Committee, School Calendar Company**, Morristown, Tennessee, National market leader in sports promotional publications.

**Executive Committee, Venture Exchange Forum**, Tennessee Technology Foundation, Knoxville, Tennessee

**Board of Management, MAHLE, Inc.**, Morristown, Tennessee, Co-founder of board responsible for oversight of 400 employee manufacturing facility.

**“Why You Need a Personal and Family Health Strategy”**, presentation and pamphlet, presenter/author, various, Tennessee and Atlanta, Georgia,

**“Taking Charge of Your Health”**, interviewed guest, TV Channel 12, Atlanta, Georgia,

**“Leading Causes of Premature Death and Serious Illness in the USA: a Consumer’s Analysis”**, investigator/author/presenter, PDI, Health Systems,

***“Innovation and Entrepreneurship”***, featured speaker, Venture Exchange Forum, Knoxville, Tennessee,

***“Venture Capital and Technology Transfer”***, guest speaker, TechTran II, Knoxville, Tennessee, High technology venture symposium.

***“Certified Quality: A Vendor’s View”***, featured speaker, American Society for Quality Control, Bettendorf, Iowa,

***“Field Failure Modes on Bosch Diesel Injection Pumps”***, investigator/author/presenter, Broadview, Illinois, Moline, Iowa and Stuttgart, Germany,

***“Worldwide Joint Study of Low Hour Field Failures on Diesel Engine Fuel Management Systems”***, co-investigator/author, Broadview, Illinois, Stuttgart, Germany,