

The Johnson School: Investing in the Future

Advancing Innovation as an Entrepreneur: Transforming Sustainable Industries

Moderator:

Stuart L. Hart, PhD

The Johnson School

Samuel C. Johnson Chair in Sustainable Global Enterprise Professor of Management

Professor Hart is one of the world's top authorities on the implications of sustainable development and environmentalism for business strategy. Before coming to the Johnson School, he taught strategic management and founded both the Center for Sustainable Enterprise (CSE) at the University of North Carolina's Kenan-Flagler Business School, and the Corporate Environmental Management Program (CEMP) at the University of Michigan. He has consulted or served as a management educator for many corporations and organizations throughout the world.

Hart has published over 50 papers and authored or edited five books. He wrote the seminal article "Beyond Greening: Strategies for a Sustainable World," which won the McKinsey Award for Best Article in Harvard Business Review in 1997 and helped launch the movement for corporate sustainability. With C.K. Prahalad, Hart also wrote the path-breaking 2002 article "The Fortune at the Bottom of the Pyramid," which provided the first articulation of how business could profitably serve the needs of the four billion poor in the developing world. More recently Hart authored "Capitalism at the Crossroads: The Unlimited Business Opportunities in Solving the World's Most Difficult Problems," (Wharton School Publishing, March 2005).

Panelists:

Pinaki Bhattacharyya, MBA '03

Director

New Energy Capital

Pinaki Bhattacharyya, Director of New Energy Capital, has extensive experience in the energy industry including project finance, restructuring, sales, design, manufacturing/sourcing, project execution and asset management. Previously, Mr. Bhattacharyya held positions at ABB, ALSTOM, Bank of Scotland and InterGen in Asia, Europe and America. At InterGen, formerly a Shell-Bechtel joint venture, he focused on asset management, commercial execution, restructuring and divestment of a 3,300 megawatt portfolio of generating projects. At ABB and ALSTOM, his focus was on power project management, contractual negotiations, global sourcing, post-merger integration, and e-business. At the Bank of Scotland, Mr. Bhattacharyya was involved in energy project finance and portfolio management. He holds a B.E in mechanical engineering from Delhi College of Engineering, an MBA from Cornell University, and a

Dean's Certificate in financial engineering from Cornell. He was the founder and president of the Energy Club and South Asian Entrepreneurship & Business Club at Cornell. During his engineering and business education, he developed business plans for a solar startup and an award-winning green fuel project.

Ejnar Knudsen, '91

Executive Vice President/Business Development
Cilion, Inc.

Ejnar Knudsen grew up in southern California and attended California Polytechnic University-San Luis Obispo and Cornell University. Ejnar graduated from Cornell with a focus in agribusiness and finance. In 1991, Ejnar joined Rabobank, the world's largest financial institution focused on the food and agribusiness ("F&A") sectors. At Rabobank, Ejnar developed an expertise in international finance and eventually led a venture capital initiative in technology and agriculture. In this role, he oversaw investments in early stage technology companies, while simultaneously holding a board position on many of the same companies. In 2001, Ejnar joined Kruse Investment Company as a partner where he helped grow Western Milling from \$30 million to over \$500 million in annual sales. At Western Milling he developed a finance, risk management, and hedging team. Ejnar's responsibilities included business development, development of electricity sourced from co-generation, and the construction of an ethanol plant. As a co-founder of Cilion, Ejnar assists the CEO and President with finance, risk management and business development.

Kevin McGovern '70

Principal
McGovern Capital

Mr. McGovern is the Chairman and CEO of McGovern Capital LLC, which provides Intellectual Property Rights strategy, and originates, structures and implements capital formation, joint ventures and business alliances.

Mr. McGovern is currently a member of the Board of Trustees, and also a member of the Board of Directors of the Cornell Research Foundation. He was recently appointed to the Life Sciences Advisory Board and the newly established Board of the Cornell Hotel School in Singapore.

He is a Founder of the Cornell Club NYC, and a member of the **Entrepreneurship@Cornell** Advisory Council, the Arts and Sciences School Council, and the Athletic Council. Mr. McGovern was the keynote speaker at the Johnson Graduate School of Management's Entrepreneurship & Venture Capital Symposium and teaches a course there entitled Global Innovation and Commercialization.

In addition to his Cornell degrees, Mr. McGovern has a law degree from St. John's University School of Law and studied at the London School of Economics and Political Science.

Mr. McGovern is the 2007 Cornell Entrepreneur of the Year (CEY). For more information on Mr. McGovern and the Cornell Entrepreneur of the Year award, see <http://epe.cornell.edu/cey/>.

Jeffery Wolfe '83

CEO

groSolar

Mr. Wolfe co-founded and is Chief Executive Officer of groSolar (formerly Global Resource Options), and is in charge of engineering, marketing, PV procurement, and strategy for residential and commercial photovoltaic and solar hot water systems. Under his direction, groSolar has become a leader in residential installation in the northeast United States, and a leading national distributor of photovoltaic systems.

groSolar has been instrumental in accelerating residential markets in the northeast through innovative distribution and direct sale practices. Recent Venture investment in the firm will assist in accelerating the strong growth rates.

Mr. Wolfe has been active in overall industry development as PV Division Chair of the Solar Energy Industries Association, and as a founder and former board member and Chair of Renewable Energy Vermont, and founder and former board member and Vice Chair of the New Hampshire Sustainable Energy Association. Additionally, he is on the Union of Concerned Scientists National Advisory Board.

Prior to forming groSolar, Mr. Wolfe was a consulting engineer involved with over 4,000,000 square feet of design, construction and renovation. Major projects include academic facilities, student centers, research and teaching laboratories, hospitals, libraries, hotels, and cogeneration and chilled water plants.