

# Barry Cinnamon

5851 Porto Alegre Drive, San Jose, CA 95120  
408-406-0058 cell phone, bcinnamon@gmail.com

**Education**    **1984 - 1986**    **Wharton School, University of Pennsylvania**    **Philadelphia, PA**

- M.B.A., Marketing and Finance concentration.
- Consultant, Wharton Small Business Development Center.

**1976 – 1980**    **Massachusetts Institute of Technology**    **Cambridge, MA**

- B.S. Mechanical Engineering, Energy Systems and Computer Science concentration.
- Thesis on performance characteristics of open film liquid solar energy collector.

**Experience**    **2013 - current**    **Energy Show Radio Broadcast and Podcast**    **Los Gatos, CA**

- The Energy Show is a regular podcast with energy industry guests, as well as discussions on various consumer and business topics related to energy usage, policies and new technologies.

**2014 - current**    **CEO, Spice Solar**    **Los Gatos, CA**

- Designer of solar modules with built-in racking, manufacturer of rooftop mounting components including flashings, wiring and roof attachments

**2012 - current**    **CEO, Cinnamon Energy Systems**    **Los Gatos, CA**

- Residential and commercial contractor in San Jose area installing solar, battery storage, EV charges and building electrification services.

**2001-2012** **Founder & CEO Westinghouse/Akeena Solar** (NASDAQ: WEST) **San Jose, CA**

- Founded Akeena Solar as residential and commercial solar installation contractor. Built company into largest residential installer in U.S., with operations in California, New Jersey, New York, Connecticut, Pennsylvania and Colorado (10,000 rooftop customers, 300+ employees).
- Pioneered use of software tools to automate sales, design, engineering, documentation and project management.
- Took company public in 2006 via reverse merger. Completed multiple rounds of private and public financings.
- Developed pioneering “plug and play” solar panels with integrated racking, wiring and grounding (patented 2004). Released first UL-listed AC solar panel in 2009 and first “plug and play” AC panel *Instant Connect* in 2012 to widespread industry acclaim.
- Transitioned company out of direct installation business towards asset light manufacturer of proprietary AC solar panels. Established widespread distribution of AC solar panels to network of U.S. solar installers, as well as traditional electrical and HVAC contractors.
- Partnered with the Westinghouse Electric Corporation to create Westinghouse Solar for worldwide distribution of reliable and easy-to-install solar panels. Merged Westinghouse Solar with CBD Energy in 2012.

**1978–1984**    **Renewable Energy Systems Engineering**    **Boston, MA**

Provided energy consulting, HVAC engineering and energy system software development services for companies and institutions in the Northeast area. Developed, marketed and installed first ground coupled heat pump and associated systems with MegaTech. Developed prototype solar thermal concentrating collector using parabolic mirrors and high temperature evacuated tube insulators with Spectrum Conversions. Designed and programmed first commercial energy auditing computer software package with American Energy Services. Software was rolled out nationally by major public utilities and used for residential energy auditing. Served as Director and Vice President of the New England Association of Energy Engineers.

## Patents, Publications and Industry Citations

- Primary inventor of “plug and play” solar panels with over 40 issued and filed patents, most notably US Patent #7,406,800 “Mounting System for a Solar Panel” – which demonstrates a solar panel with integrated racking and grounding, and plug and play side electrical connectors.
- White Papers and Publications:
  - *The Economics of Solar Energy for California* – White Paper 2004
  - *Now There’s a Whole New Look to Solar Power* – White Paper 2007
  - *Making Solar Easy – Removing the Barriers to a Solar Powered America* – White Paper 2008
  - *A Solar Power Shift – Revolutionizing Rooftop Solar Installations* – White Paper 2009
  - *Reducing Home Energy Costs by Combining Solar and Energy Efficiency* – White Paper 2010
  - *The Revolution in Solar Power Mounting Systems* – White Paper 2012
  - *A Roadmap for Reducing Solar Costs by 50% - White Paper 2013*
  - *The Importance of Reliable Solar Mounting Systems* – White Paper 2014
  - *Whole Home Electrification* – White Paper 2020
- 2008 E&Y Entrepreneur of the Year Finalist, Northern California
- 2009 Popular Mechanics Breakthrough Award for Andalay AC Solar Panels
- 2009 SEIA Innovator in PV Technology
- 2002 California C-46 Solar Contractor
- 2003 NABCEP Certified Solar Installer
- 2007-2009 President California Solar Energy Industries Association
- 2007 – Current: Board Member/Alternate, Solar Energy Industry Association
- Senior Fellow, American Leadership Forum
- Speaker at solar and energy industry events including Solar Power International (every single year in operation, from 2004 to 2019), NABCEP Conference, Energy Storage Association, etc.
- 2020 San Jose Energy Champion for efforts related to building electrification.