



## CHIEF EXECUTIVE OFFICER

### ABOUT BETTER ENERGY SYSTEMS

Better Energy Systems develops and markets portable clean technology products for travel, work, and play under the brand name Solio. The company's award-winning designers and engineers think 'outside the grid' to develop new technologies for the eco-mobility market, creating true energy independence for people around the world. With products engineered to the highest technical and environmental standards, BES enables customers to take a meaningful step on the path to sustainability.

### SUMMARY

Market leading hardware/software renewable energy company is seeking an experienced chief executive officer to lead the organization during a time of considerable growth. Candidates will possess C-level leadership experience (including role(s) as President and/or CEO) in small to mid-sized companies, strong financial acumen and be well versed in raising expansion capital.

Successful candidate will possess:

- Leadership skills and experience necessary to grow a company from \$10M to \$50M+ in revenue through traditional consumer electronic retail channels and telecom channels
- Experience with "software as a service" or other ASP model within a traditional or mobile platform
- Experience in both developed and emerging market channels and comfortable working alongside sales, creative development and operations
- Ability and desire to roll up your sleeves to develop structure and processes with measurable results
- Ability to anticipate and adapt with a very dynamic market is essential to your success as chief executive.

Success candidate will execute:

- Organization's mid- to long-term strategic plan, monitor and manage the organization's daily activities reporting directly to the company's Board of Directors
- Design, improve and implement systems and processes to produce or deliver products or services
- Manage senior leadership team that oversees all company operations including sales, marketing, production, product development, finance and human resources

## PRIMARY RESPONSIBILITIES

1. Execute strategic plan to advance the company's mission and objectives and to generate revenue, profitability and growth.
2. Oversee company operations to insure production efficiency, quality, service, and cost-effective management of resources.
3. Oversee company operational procedures, policies, and quality standards.
4. Review activity reports and financial statements to determine progress and status in attaining objectives and revise objectives and plans in accordance with current conditions.
5. Build a fundraising network building off personal contacts, industry networking, and special events.
6. Present company report at Annual Stockholder and Board of Director meetings.
7. Oversee foreign operations including evaluation of operating and financial performance.
8. Ensure that Finance Function is staffed with an appropriate professional to:
  - a. Manage financial analysis, budgeting, forecasting, reporting and variance analysis
  - b. Prepare monthly financial statements and supporting documentation in accordance with Generally Accepted Accounting Principles (GAAP)
  - c. Supervise accounting department operations reviewing all processes and procedures to improve productivity and accuracy
  - d. Prepare or oversee the preparation of daily, weekly, monthly and ad hoc financial management reporting tools on all aspects of the business providing both timely and actionable information
  - e. Oversee all cost accounting, A/R, A/P and payroll functions
  - f. Manage legal affairs and oversee IP portfolio
  - g. Assist in the implementation of new information and financial systems
  - h. Ensure timely filing of all taxes (federal, state and local)
9. Ensure customer service is running smoothly.

## KNOWLEDGE AND SKILL REQUIREMENTS

1. Extensive retail hardware/software consumer electronics experience and clear understanding of service-based revenue models.
2. Marketing/Sales experience with brand development, building and managing sales distribution channels globally, strong understanding of MDF, co-op, promotions, merchandising, packaging, etc.
3. Experience working with an outsourced model using ODMs/CMs, packaging and logistic firms, tech support, etc.
4. Experience with retail financial planning/reporting, revenue recognition, returns, MDF, co-ops, financing, forecasting, inventory planning/management, EOL/Obsolete/Excess inventory management, etc.
5. Experience in driving growth and managing a results driven organization.
6. Disciplined, hands-on and very detailed oriented.
7. Debt and equity fundraising experience.



8. Prior President and/or CEO experience with company's generating revenues of \$10M+
9. Desire to work for an organization that contributes positive social impact to people and the planet.

#### **LOCATION/TRAVEL**

Position is located in Berkeley, CA but may require frequent domestic and international travel.

#### **COMPENSATION**

Competitive compensation, stock option plan, and benefits package.

#### **CONTACT**

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