

Bruce (Factory CEO)



Age
45 to 54 years

Highest Level of Education
MBA

Social Networks



Industry
Manufacturing

Organization Size
11-50 employees

What questions they're likely to ask (or Google)?

- What are our options finance the solar project? Any gov. rebate programs?
- How much electricity would the system generate?
- Why would we trust you? What warranty do you provide?
- What is the ROI of the project? What is the payback period?
- Would solar installation damage my roof?
- What happens when it breaks down? Would the wind blow them away?
- What happens when there's no sunlight?
- What happens when there's blackout?
- Do I have to buy storage/battery too? What are the benefits of "solar +battery"?

Reports to

The board of directors

Job Responsibilities

Put the right people in the right positions;
Establish a great culture;
Keep the company

Biggest Challenges

- Navigating Client Relationships & Communications
- Employee Morale
- Problem Solving & Decision Making

Preferred Method of Communication

- Email
- Face-To-face
- Phone

Tools They Need to Do Their Job

- Business Intelligence Dashboards
- Invoicing Software
- Reporting Software

Their Job Is Measured By

Production; Profit; Revenue

Goals or Objectives

Become more profitable