

# **JAMES D. BURNES, MBA**

Denver, CO

C: (303) 437-4947

jim@jimburness.com

www.jimburness.com

**A demonstrated and seasoned executive, innovator, and business development leader with the proven ability to both strategize and execute.**

Areas of expertise include:

- Strategic Planning
- Marketing Planning
- Advertising and Branding
- Startup Entrepreneur
- Multi-State Operations
- Human Resource Management
- Process Development
- Direct Marketing
- Research and Data Analysis
- Customer Satisfaction
- Trade Shows
- CRM System Management
- New Product Development
- Budget/Cost Control
- Staff Management
- RFP Responses
- PVWatts, PVSyst, S.A.M.
- Solar Project Development

## **PROFESSIONAL EXPERIENCE**

### **SOLSOURCE, INC.**

Denver, Colorado

#### ***Chief Operating Officer***

2010 - Present

- General responsibility for sales and internal operations for a \$12-million, 70-employee solar integrator
- Negotiated agreement to be exclusive solar provider for 20+ Denver-metro area Home Depot stores
- Served as the company's public policy representative and primary media spokesperson
- Cultivated relationships with new strategic partners
- Created complex solar residential lease and commercial PPA models, including necessary client agreements, ancillary documents, and procedures for program launch
- Developed a national expansion plan
- Re-engineered internal processes for substantially greater efficiency
- Re-worked commission structure to encourage additional sales per salesperson
- Re-built internal project costing tool
- Established and documented processes and best practices including development of Sales Standard Operating Procedures manual
- Developed measures to cut installation costs dramatically
- Conducted PR/ad agency review resulting in agency upgrade
- Managed all marketing initiatives
- Built company Facebook page, Twitter account, and YouTube channel
- Crafted multiple solar project proposals up to 5 Megawatts per client, including PPAs and leases
- Re-wrote and updated Employee Handbook
- Performed complete insurance review resulting in a provider change and the addition of employee benefits

**MAIN STREET POWER CO., INC.**

2009

Boulder, Colorado

***Interim Chief Operating Officer***

- Responsible for all internal operations for a rapidly growing national solar power developer, including Marketing/PR, HR, IT, Vendor Relations, and Compliance
- Chief architect of proposals totaling over 25 Megawatts, valued at over \$150 million
- Developed and implemented new IT strategy resulting in dramatically reduced costs and increased accessibility, including new CRM system
- Created and implemented marketing standards, developed marketing and PR plan
- Strengthened intellectual property holdings and consolidated disparate online assets
- Crafted new HR manual and staffing strategy
- Initiated ITC Grant applications and other critical registrations

**DEALERMILES, LLC**

2001 - 2009

Denver, Colorado

***CEO/General Manager***

- Single-handedly launched and managed groundbreaking customer loyalty business from the ground up for 8+ years
- Built sales to over \$1 million annually with employees in various markets across the nation
- Negotiated deals with a number of Fortune 500 companies including a private-labeled program for General Motors
- Created entire public relations and marketing strategy including press releases, B2B and B2C marketing materials, trade shows, and direct mail campaigns
- Identified and tracked industry trends to ensure continuous improvement in program development
- Implemented aggressive branding strategy resulting in quickly becoming nationally recognized in the industry
- Developed all processes and procedures for maximum efficiency and effectiveness
- Determined and implemented IT strategy including client database and interactive consumer and prospect/client websites
- Collected, analyzed, and summarized quantitative and qualitative consumer survey data for client retention and solicitation

**DRIVEOFF.COM / MICROSOFT CARPOINT**

2000 - 2001

Denver, Colorado

***Project Manager > Program Manager > Program Director***

- Implemented and managed mission-critical strategic licensing partnerships with major corporations such as Costco and Wells Fargo
- Re-engineered CarMiles program to improve program effectiveness
- Created financial models to determine potential of new projects
- Designed new processes critical to the operation

**DANIELS COLLEGE OF BUSINESS, UNIVERSITY OF DENVER** 1997 – 1999  
Denver, CO  
*MBA Candidate, Speech and Writing Coach*

**AMERICAN HONDA MOTOR CO., INC.** 1994 – 1997  
Denver, Colorado and Portland, Oregon  
*Sales Analyst > District Sales Manager*

- Increased district sales 15%+ from previous year
- Consistently maintained one of the highest customer satisfaction levels in the country
- Number one ranked district in lease penetration and salesperson knowledge
- Counseled dealers on marketing and promotion
- Organized annual salesperson skills competition
- Redesigned reports and presentations to dramatically improve office efficiency
- Coordinated response to assist Grand Forks, ND dealership after devastating flood

**AMERICAN AUTOMOBILE ASSOCIATION COLORADO, INC.** 1991 - 1994  
Denver, Colorado  
*Auto Buyer*

- Aided customers in the purchase or lease of new cars in a high-service environment
- Organized annual new car show

**J. D. POWER AND ASSOCIATES** 1990 - 1991  
Agoura Hills, California  
*Advertising Coordinator > Assistant Project Director*

- Established procedures to review and approve advertising of automobile companies
- Co-directed survey research projects including analysis of results and production of findings
- Conducted competitive assessment and analysis of cross-survey performance of various automobile brands resulting in the creation of new consulting contracts

### **EDUCATION**

**UNIVERSITY OF DENVER, DANIELS COLLEGE OF BUSINESS**, Denver, Colorado

- Masters in Business Administration. Graduated June 1999

**THE COLORADO COLLEGE**, Colorado Springs, Colorado

- Bachelor of Arts in Political Science. Graduated May 1990
- Received CCCA Award for contributions to the college community

### **PUBLIC POLICY**

**Coloradans For Distributed Generation**, Co-Founder  
**Colorado Solar Energy Industry Association (CoSEIA) Policy Committee**, Member