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Press Release

SMA America, LLC

SMA America Welcomes Senior Business Development Manager for Utility-Scale Systems

Elie Nasr to Lead North American Utility-Scale Business-Building Efforts

ROCKLIN, Calif., Aug. 12, 2010—[SMA America LLC](http://www.SMA-America.com), the North American arm of the world's largest manufacturer of solar inverters, [SMA Solar Technology AG](http://www.sma.com), has expanded its Key Accounts team by adding industry veteran Elie Nasr as its senior business development manager in charge of utility-scale PV.



Elie Nasr, Senior Business Development Manager
Photo courtesy of SMA America

In this role, Nasr will develop new opportunities for the company in the utility-scale PV market segment and serve as an advocate to national regulatory officials and regional transmission organizations. He will also analyze, monitor and report on potential business partnerships and develop new opportunities with both public and private organizations.

"Elie's technical background and extensive knowledge of the utility power market, network analysis, interconnection requirements, grid stability and SCADA operations will allow SMA to extend its leadership position in the largest PV inverter categories," said Dave Wojciechowski, director of sales at SMA America. "We are excited to have him and feel he will be a valuable resource for our customers."

Most recently, Nasr worked as a consultant at Xtensible Power Technology Inc., a self-founded company which provided a variety of executive-level advisory services to utilities and companies servicing utility transmission and distribution.

Before that, Nasr served as the vice president of business development for the utility segment of Satcon Technology Corporation, a provider of renewable energy solutions for distributed power markets. There, he led the company's new business objectives for utility-scale PV.

“SMA has recently attracted a number of top industry talents to help us serve the North American market even better,” said Jurgen Krehnke, president and general manager at SMA America. “By employing the most seasoned PV professionals we are investing in the belief that our partners benefit directly through an exceptional customer experience.”

Nasr’s utility-related career spans almost 25 years. He began as a power systems engineer at GE Energy, where he held increasing levels of responsibility in power engineering software development and analysis, SCADA project engineering and technical sales. Nasr then transitioned to Siemens Power Technology International, a division of Siemens Energy, where he led the go-to-market strategy and promotion of Siemens PTI common information modeling/analysis (CIM) software. He also served as a company consultant for utility transmission and distribution planning, real-time operations, interconnection studies and stability analysis.

Nasr, an IEEE member, holds a bachelor’s and master’s degree in electrical engineering and an MBA from Florida Institute of Technology.

About SMA

The SMA Group generated sales of more than sales of 934 million Euro in 2009 and is the worldwide market leader for photovoltaic inverters, a key component of all solar power plants. It is headquartered in Niestetal, near Kassel, Germany, and is represented on four continents by 13 foreign subsidiaries. The Group employs a staff of over 4,000 (incl. temporary workers). SMA’s product portfolio includes the most comprehensive range of inverters on the market, offering a compatible inverter for every type of photovoltaic module and for all plant sizes. The product range covers both inverters for photovoltaic plants connected to the grid as well as inverters for off-grid systems. Since 2008, the Group’s parent company SMA Solar Technology AG has been listed on the Prime Standard of the Frankfurt Stock Exchange (S92) and also in the TecDAX index. In recent years, SMA has received numerous awards for its excellence as an employer.

www.SMA-America.com

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Photo Caption: Elie Nasr, Senior Business Development Manager

Photo Credit: Photo courtesy of SMA America

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