



Press Release
SMA America

SMA America Announces Executive Promotion to Support New Strategy in the Americas

Americas Region Will Look to New Leadership for Continued Success

ROCKLIN, Calif., January 31, 2019—SMA America has promoted Charles Ellis to the role of Vice President of Sales for the Americas, overseeing sales operations in North, Central and South America. In this role, Ellis will be responsible for sales, marketing and application engineering.



Charles Ellis will lead the Americas Region for SMA America as Vice President of Sales

Photo courtesy of SMA America

“Charles Ellis has the experience, dedication and vision to lead the Americas as the company enters its next chapter,” said John Susa, Executive Vice President for Global Sales and Service at SMA. “I have complete confidence in his abilities to help the subsidiaries grow stronger and operate more effectively, and to guide teams in adapting and excelling as the solar energy markets continue to evolve in the Americas region.”

Ellis has held numerous sales roles throughout his more than 20-year career. He joined SMA America in 2016 as Director of Distribution and was promoted in 2017 to Vice President of Distributed Sales, leading both channel sales and regional teams.

SMA America has also announced the hiring of Arturo Blake as Regional Sales Manager for Mexico, where he will oversee product and service sales for the entire country. This move reiterates SMA America’s commitment to investing in Latin America’s burgeoning solar market, which [recently surpassed 1 GW](#) of installed solar and continues to see increased demand for SMA solutions.

About SMA

The SMA Group with sales of around €900 million in 2017 is a global leader for solar inverters, a key component of all PV plants. SMA offers a wide range of products and solutions that allow for high energy yields



for residential and commercial PV systems and large-scale PV power plants. To increase PV self-consumption efficiently, SMA system technology can easily be combined with different battery technologies. Intelligent energy management and digital energy solutions, comprehensive services and operational management of PV power plants round off SMA's range. The company is headquartered in Niestetal, near Kassel, Germany, is represented in 19 countries and has more than 3,000 employees worldwide, including 500 working in Development. SMA's multi-award-winning technology is protected by more than 1,200 patents and utility models. 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 is listed in the SDAX index.

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Photo Caption: Charles Ellis will lead the Americas Region for SMA America as Vice President of Sales

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