



SMA America Hires New Managing Director

Patrick Berry Will Steer the Americas Region, Including the U.S., Canada, and Central and South America

ROCKLIN, Calif., — May 24, 2022 — Patrick Berry has been hired as the new Managing Director for SMA America effective April of 2022. In this role he will oversee the subsidiaries in the Americas region (including the U.S., Canada, and Central and South America) and the collaboration between the Americas and SMA's corporate headquarters in Germany.

Berry is an electrical engineer who has built a career in executive leadership with an emphasis on marketing, engineering, service and sales operations. He comes to SMA after nearly 20 years at Buckles-Smith Electric, the authorized distributor for Rockwell Automation. In his most recent role as executive vice president, he provided steady leadership in the oversight of all organizational growth and strategic development.

"Working in the renewable energy vertical is extremely attractive to me, especially knowing it will have a legacy effect on our world," Berry said. "I'm thrilled to be part of the transition to clean energy, and there is no better place to lead the charge than at SMA. The organization doesn't just 'talk the talk' — it has also set itself ambitious sustainability targets regarding environmental, social, and governance factors."

At SMA, he will represent the Americas region internally and externally with a focus on profitability, organizational development and implementation of corporate strategy.

Berry will also serve as the chairperson of the U.S. Management Committee and develop future market strategies with the SMA team. Additional responsibilities will include general management, focusing on customer centricity and market orientation while effectively running the operations and administration of all general aspects of the business.

Berry will lead SMA's strategic growth in all market segments, including residential, commercial, off-grid, hybrid and utility-scale PV. In addition, he will be tasked with expanding SMA's presence in Latin America, particularly in Mexico, Chile and Brazil.

Berry plans to achieve those goals with his own unique brand of positivity, collaboration and attention to data.

"I believe in a corporate culture where everyone is involved and valued," Berry said. "We all have our individual responsibilities, but we are unified in striving to accomplish common goals. "



About SMA

As a leading global specialist in photovoltaic and storage system technology, the SMA Group is setting the standards today for the decentralized and renewable energy supply of tomorrow. SMA's portfolio contains a wide range of efficient PV and battery inverters, holistic system solutions for PV and battery-storage systems of all power classes, intelligent energy management systems and charging solutions for electric vehicles and power-to-gas applications. Digital energy services as well as extensive services up to and including operation and maintenance services for PV power plants round off SMA's range. SMA inverters with a total output of more than 110 gigawatts have been installed in more than 190 countries worldwide. SMA's multi-award-winning technology is protected by around 1,700 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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