



## Panel Discussion



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- University of California – Irvine FEMBA International Residential
- Shanghai, China
- September 14<sup>th</sup>, 2012

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## Panel

**Meeting Theme:** China's Movement Towards Clean Energy, sustainability and 21st Century Urbanization

### Panel Itinerary:

#### **8:30 a.m. - 9:30 a.m. INTRODUCTIONS AND OVERVIEW**

**8:30 a.m.-8:45 a.m.** Pablo Carvallo

**8:45 a.m.-9:00 a.m.** Irving Steel

**9:00 a.m.-9:15 a.m.** Kenn Ross

**9:15 a.m.-9:30 a.m.** Richard Brubaker

#### **9:30 a.m. - 10:00 a.m. OPEN FLOOR AND Q&A WITH STUDENTS QUESTIONS**



### **Moderator Biography**

**Pablo Carvallo**

**Managing Director, Shanghai Center for Sustainability**

#### Experience

- Managing Director Inversiones K-rym C.A. Retail industry, July 2007 – Present
- Founder & Managing Director Center for Sustainability, January 2012 – Present Shanghai
- Co-founder and board member Venezolanos Profesionales en China, March 2011 – Present Shanghai
- Business Development Manager CBL International (Centre for International Business and Commercial Law), July 2010 – February 2012
- Study Coordinator International Business Law LL.M., January 2011 – July 2011
- Business Development Manager Baron Engineering Solutions and Services C.A., June 2008 – July 2010
- Project Manager Baron Engineering Solutions and Services S.A., February 2008 – June 2008





### Panelist Biography

**Irving Steel**

**Partnerships and Outreach Director, e8 Resources Ltd.**

American Irving Steel LEED AP is the most promising young entrepreneur in Shanghai. He is Co-Founder and Development Director at innovative e8 Resources which is Driving Environmental Technologies For China. He is also the Founder & Membership Director at Green Drinks China as well as a Founding Member of the Green Building Professional Partnership - China (GBPP China). With thousands of followers, Irving has led the expansion in conferences, forums and partnerships with countless organizations. Having already been in China for close to 4 years, he clearly understands the needs of the market and has instigated relationships to create enormous positive impact. As a result of the network, Irving has developed a breadth of contacts to accelerate e8 in China and throughout Asia. Irving is fluent in English, French & Mandarin. You can find out more at [www.e8r.asia](http://www.e8r.asia) or [www.seeder.cc](http://www.seeder.cc) [www.appjamm.org](http://www.appjamm.org) [www.greendrinkschina.org](http://www.greendrinkschina.org) [www.gbppchina.com](http://www.gbppchina.com) @IrvingSteel or @Gre8n on Twitter.



### Panelist Biography

**Kenn Ross**

**Chief Strategy Officer, Energy Efficiency Project Investment Company (EEPIC)**

Mr. Ross is responsible for EEPIC’s commercial strategic relationships with Investors, ESCOs, Hosts, and Energy Efficiency (EE) technology providers with a view towards growing EEPIC’s project activities and maintaining ongoing operations. His duties include leading fundraising and investor relations activities on a global scale, conducting due diligence on ESCOs to determine their capacity from a financial and commercial perspective, and liaison with ESCOs, hosts and suppliers to ensure optimum commercial terms for EEPIC’s investors. Additionally, Mr. Ross is in charge of developing EEPIC’s new EE project management services business through the Energy Efficiency Project Management Company (“EEPIC”), which offers project management, M&V, and key support services to investors in EEPs not necessarily developed and managed by EEPIC.

Mr. Ross is a clean energy veteran with over 15 years of experience building successful businesses globally and in China. Most recently he led activities in the solar PV and energy efficiency product spaces, including:

- Establishment and growth of an energy efficiency
- monitoring hardware and software business in China (and within Asia Pacific);
- Global commercial management for the leading high efficiency “supermono” solar wafer manufacturer;
- Building China and Asia business operations for an innovative process for the manufacturing of polysilicon for solar cell and modules;
- Managing extensive market entry research for multiple US and European technology providers of high tech solutions in the areas of low temperature waste heat recovery (WHR), plastics-to-oil, and garbage-to-energy;
- Fundraising for a real estate investment fund focused on renovation of vintage Shanghai residential properties.

Mr. Ross has lived in China for almost 20 years, is fluent in Chinese and is highly knowledgeable of China business practices and the interaction between Energy Efficiency technology, finance, and operations in the Chinese market. Mr. Ross has a BA from Middlebury College and an MBA from Harvard Business School.

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## Panelist Biography

### **Richard Brubaker**

**Adjunct Professor of Management, Sustainability and Responsible Leadership, CEIB, Founder and Managing Director, Collective Responsibility, Founder and Board of Advisors, HandsOn China**

Like many who came to China, Rich Brubaker first arrived to seek out career opportunities as China's economy gathered steam. In pursuing those goals he developed market-entry and distribution strategies for firms that were also looking for China-based opportunities.

Soon after arriving in Shanghai, Rich developed his first community enterprise, HandsOn Shanghai (now HandsOn China), as a means to promote, develop, and manage volunteerism in China. This endeavor soon opened him up to the human side of the economic engine that was fueling China's growth, ultimately leading him to develop platforms that examine issues related to sustainability and corporate social responsibility (CSR).

Currently, as the managing director of Collective Responsibility and a Adjunct Professor of Sustainability and Responsible Leadership at the China Europe International Business School (CEIBS), Brubaker is focused on building platforms that promote long-term organizational capacity to address the economic, environmental, and social hurdles that China faces as the country's economic growth accelerates.

Rich frequently speaks on issues of social innovation & entrepreneurship, sustainability, corporate social responsibility, and leadership, and has been interviewed by more than 50 media outlets, including: CNN, BBC, NY Times, Financial Times, China Economic Review, Inc., Fast Company, and International Herald Tribune

#### Specialties

- Corporate Social Responsibility (CSR)
- Sustainability
- Responsible Leadership
- Capacity Development
- Social entrepreneurship
- Impact investing