

JOSEPH M. BERG
(480) 460-6317
berg_joseph@hotmail.com

CAREER PROFILE

High-Energy Executive experienced in the strategic planning, development and management of multi-million dollar business operations with specific expertise in business-to-business service environments. Consistently successful capitalizing on market opportunities to create strong, profitable, high visibility companies. Particularly adept at developing loyal, effective and cohesive organizations. Qualifications include:

- Sales and Marketing
- Associate Development
- Proposal Development
- Contract Development and Negotiations
- Strategic Planning
- Legislative Affairs

PROFESSIONAL EXPERIENCE

Executive Vice President

Midstate Mechanical Inc., Phoenix AZ

August 2005 - Present

Midstate Mechanical is the largest privately held mechanical contractor in Arizona. Midstate provides mechanical construction and HVAC services to commercial, industrial, and public entity customers throughout Arizona. Responsible managing employee directly accountable for the redemption of the sales, revenue, cost and operating income plan(s) for Midstate's services and specialty projects.

- *Grew the recurring maintenance agreement base over 400% in 36 months.*
- *Increased revenue over 300% in 36 months.*
- *Increased operating income (EBITDA) over 243% in 36 months.*
- *Successfully implemented enterprise system(s) capable of managing all commitments related to a recurring agreement base and specialty projects.*
- *Secured Job Order Contracts with public entities valued at over \$3,000,000.*
- *Sold the largest multi-year preventive maintenance agreement in company history.*

Regional Vice President

Tolin Mechanical Systems Company, Phoenix AZ

January 2001 – July 2005

Tolin Mechanical Systems Company is the leading regional provider of HVAC service maintenance and on-site facility engineering in the western United States. Responsible managing employee directly accountable for the redemption of the sales, revenue, cost and operating income plan(s) in Tolins' southwest area.

- *Increased recurring maintenance agreement base over 350% in 48 months.*
- *Increased on-site facility services agreements over 200% in 36 months.*
- *Increased revenue over 533% in 48 months.*
- *Increased operating income from 1.5% to 16%.*
- *Maintained annual customer "Exceeds Expectations" measure over 96%.*
- *Qualifying employee for Arizona and California Contracting Licenses*
- *Sold the largest multi-year preventive maintenance and facility services agreements in company history.*

Interim Chief Operating Officer / Vice President

PowerCom Energy & Communications Access, Inc., Los Angeles CA

February 2000 - July 2000

PowerCom Energy & Communications was a California Energy Service Provider (ESP) focusing on the delivery of electricity, natural gas, long-distance communications, Internet services to the retail market place.

- *Provided wind-down assistance to PowerCom in the areas of service transfer, sales / operations division separations.*

Vice President / Corporate Secretary

Sierra Energy Company dba e.three, Reno NV

Subsidiary of Sierra Pacific Resources

December 1997 - September 1999

Vice President Sales: Corporate officer responsible for sales strategy and implementation of that strategy. Accountable for sales activities in four geographic areas in the Western United States. Led the generation of bookings and orders for the company.

- *Successfully spearheaded the internal effort to design and implement measurable sales processes, which reduced customer acquisition costs by \$250,000 per year.*
- *Leadership for the team that acquired a \$4.5 million agreement for a performance-based, pay through savings, energy savings contract with the Washoe County School District.*
- *Leadership for the team that acquired a \$3 million facility enhancement, energy savings performance contract with Harveys Resort Casino, South Lake Tahoe.*
- *Led the subscription, sale and development of a 10,000-ton Las Vegas District Cooling Plant.*
- *Leadership for the sales teams that acquired over \$11 million in performance contracting and comprehensive facility services/upgrades projects and secured over \$462,500 in annual recurring services revenue.*

Vice President, Operations: Corporate officer responsible for the design, implementation and delivery of all corporate policies, programs and initiatives related to the operations of a design-build / energy performance contracting business. Integrated operations functions within a multi-company environment that enabled efficient allocation of resources and minimization of duplication of services and costs. Extensive experience in the development of the financial structure for customer proposals.

- *Instrumental in and successfully partnered with lobbyists to change State of Arizona legislation allowing energy related design-build, performance-based contracting in public entities.*
- *Appointed by the President of the Arizona State Senate to the state building energy efficiency council (SB1393 – 1999).*
- *Led the development of a standard contract for design-build energy savings projects in the State of Nevada. (Allowed under NRS 1906-1907).*
- *Key individual in the response and selection of e.three as one of three companies selected to provide design-build, energy savings performance contracts to the State of Nevada.*
- *Successfully identified and acquired (merger/acquisition) two privately held corporations as a means to grow Sierra Energy Company.*
- *Accountable for the delivery of over \$11 million in design-build, energy performance contracts and the delivery of \$462,500 in annual recurring services revenue.*
- *Opened and or made profitable regional offices in Scottsdale, AZ (2); Sacramento, CA; San Diego, CA; and Las Vegas, NV.*

Board Member, Independent Energy Consulting (IEC): Responsible for the identification, acquisition and integration of IEC. Through the IEC acquisition, acquired over \$100 million of customer commodity management contracts. Contracts included TOSCO Marketing, The Arizona Restaurant Association, Stockton California Unified School District, Reid Plastics and the Oakland Unified School District.

Program Manager, Energy Services Business Development
Southern Development & Investment Group, Atlanta GA
Subsidiary of Southern Company
January 1997 – November 1997

Recruited by Southern Development as the original Southern Company Energy Solutions employee. Specifically responsible to start-up an unregulated business line that included outsourced facility management, energy related design-build projects, and performance contracting.

- *Grew the business from a headcount of two and \$1 million in revenues, to over ten full-time personnel and \$15 million in bookings.*
- *Personally sold the largest energy savings, facility enhancement, performance-based contract in the State of Georgia to the Atlanta Public School District (\$12 million).*
- *Booked over \$15 million in contracts at 35% EBITDA and 11% operating income in eight months.*

COMMUNITY ACTIVITIES

Board Member: Goodwill of Central Arizona Business Advisory Council

Founder / Operator: Arizona Track (www.arizonatrack.com)

- *Arizona Track is a charitable / not-for-profit web based organization dedicated to providing news, results, schedules and support for the high school track & field and cross country community.*

Founder / Primary Contributor: Arizona Track High School Athlete Scholarship Fund

- *The Arizona Track HS Athlete Scholarship Fund annually provides a college / university scholarships to deserving high school track / cross country athletes graduating in the current year. Scholarships are awarded through a rigorous application process.*