



ShadePlex is an early-stage company formed in 2007 and located in Ypsilanti, Michigan (near Ann Arbor). Our mission is to expand the utilization and affordability of solar technology through development of innovative applications in industrial and architectural fabrics. We are nurturing a high quality, low cost, global network of suppliers and partners that include leading manufacturers of thin-film PV, architectural fabrics/membranes, conversion products, and wiring/cabling.

Management Team:

- *Brian Tell, President*, has 16 years experience in business development, project management, marketing and consulting for public sector organizations, private sector companies, and non-profit organizations. Most recently, he was Director of Business Development for CSW (Ann Arbor), where he raised more than \$1 million in state, federal and foundation grants and contracts for CSW, and more than \$15 million for joint projects involving CSW and its partners. Brian earned a B.A. from Michigan State University and a M.A. from Eastern Michigan University.
- *Jeff Peelman, Vice President & Chief Engineer*, has 20 years experience in product development, mechanical and electrical engineering, and manufacturing quality/process control. Jeff is founder and principal of Michigan-based Silver Birch Engineering, LLC, helping electronics, automotive, and industrial products clients such as Honeywell, Rolls Royce, and Cobalt Partners better align operations with markets. Prior to ShadePlex and Silver Birch, Jeff played lead product and manufacturing engineering roles with Control Gaging, Perceptron, Livernois Engineering, Applied Computer Solutions (VSA), and Federal Mogul. Jeff earned a B.S. in Mechanical Engineering from the University of Dayton.

Advisors:

- Paul Horst, co-founder and former CEO of Nematron; former President of DTE Energy Technologies
- W. Eric Rowley, Vice President Emeritus, Advanced Development Engineering, Conversion Technologies International
- Dave Strenski, Applications Analyst, Cray, Inc.; PV system designer
- James Quinlan, Owner/Developer, commercial real estate (Florida)

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