

Curriculum Vitae:

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PROFESSIONAL VISION:

Among the critical challenges facing business today is the effective integration of technology and people – both within business organizations as well as society. Individuals with a bold vision of the future centered on personal excellence, continuous learning and shared responsibility will be prepared to meet this challenge. Drawing from over thirty years of executive management experience as well as a broad education covering social science, technology and business, I look forward to contributing to the success of organizations and communities who share this vision.

PROFESSIONAL COMPETENCIES:

Persuasive Teaching Skills. By focusing on the viewpoints of others and identifying critical concepts, I have developed the communication skills necessary to construct a shared learning framework and drive effective change. This approach has been especially useful in communicating complex technical information to broad audiences. My successful teaching initiatives include the development of an award-winning “Selling the Value” seminar to help sales agents with minimal technical training identify and promote the technical benefits of products. I have also been instrumental in the development of several successful national campaigns to change consumer perceptions, including formation of the “Solar Smart Roofing Alliance” to promote accuracy and fairness in the marketing of “green” construction products.

Demonstrated Organizational Leadership. My academic background in psychology and management along with progressive experience as a business executive have allowed me to develop a consistent and effective approach to leadership. Starting from a foundation of respect for individual contribution and enthusiasm for success, I have consistently led individuals and groups to superior levels of performance. My accomplishments as a leader include the successful coordination of interdisciplinary teams in the development of new technologies and the successful launch of new products and promotional programs. I have also been active in industry-wide leadership initiatives, including the founding of a new industry manufacturing association (the EPDM Roofing Association) in 2004 and the launching of a new research and advocacy center (the Center for Environmental Innovation in Roofing) in 2008.

Recognized Professional Research. My training in scientific method combined with broad experience in business planning has allowed me to develop research expertise in a number of business and technology fields. My accomplishments in business research include published studies on quality management, customer satisfaction, and occupational stereotyping; while my work in technology development includes published studies in life cycle analysis and durability planning as well as three U.S. Patents for new construction products.

CAREER EXPERIENCE:

Center for Environmental Innovation in Roofing (CEIR), Washington, DC. (November 2007 to Present). CEIR was established in 2007 to serve as the voice of the roofing industry for environmentally sustainable construction practices. The mission of the Center is to serve as a clearing house and sponsor for roofing research, an information source for sustainable construction practice, and an advocate for the roofing industry within the sustainable building community.

Research Director. Accountability for oversight of Center research and educational programs, with an emphasis on stimulating new research and raising industry awareness of “green” building trends. Responsible for providing technical support for Center advocacy initiatives, including the development of position papers and research reviews.

TEGNOS Research, Inc., Carmel, Indiana. (September 2007 to Present). TEGNOS Research was established to provide professional services to the building envelope industry, with an emphasis on research, education, and advocacy. The primary mission of TEGNOS is “Advancing Understanding of the Building Envelope” through educational programs and research projects to develop new technologies and build awareness of the building envelope industry and its role in the economy.

President and Chief Executive Officer. Overall accountability for the planning, marketing, education and research initiatives of the corporation. Responsible for client relations, research project oversight, and curriculum development.

Firestone Building Products, LLC, Indianapolis, Indiana (February 1985 to December 2007).
Founded as a small entrepreneurial unit of Firestone Tire & Rubber Company in 1984, Firestone Building Products is now the largest manufacturer of commercial roofing materials in the world with annual revenues in excess of one billion dollars. Firestone's growth from start-up to industry leadership was driven by rapid deployment of new product technologies to better meet the needs of customers in an era of labor shortages and increasing environmental regulation.

Vice President, Quality, Technology and Product Development (January 2004 to December 2007).

Director of Marketing (December 1996 to January 2004).

Manager, Customer Technical Services (July 1992 to December 1996).

Senior Business Manager / Product Manager (December 1988 to July 1992).

Manager, Building Code Compliance (August 1986 to December 1988).

Supervisor, Applications Engineering (October 1985 to August 1986).

System Design Engineer (February 1985 to October 1985).

R.L. Turner Corporation, Zionsville, Indiana / Modular Structures, Indianapolis, Indiana
(May 1976 to February 1985)

Estimator / Project Manager. Responsible for estimating and managing commercial construction projects for two general contractors in central Indiana. Specialized in management of pre-engineered metal buildings and metal roofing systems.

EDUCATION:

- Associate of Applied Science.** June, 1976. Indiana Vocational Technical College, Indianapolis, Indiana. Major: Architectural Technology.
- Bachelor of Arts.** May, 1976. Indiana University, Bloomington, Indiana. Major: Psychology.
- Master of Science.** January, 1998. Indiana Wesleyan University, Indianapolis, Indiana. Major: Management
- Doctor of Business Administration.** June, 2007. University of Sarasota, Sarasota, Florida. Major: Management.

INDUSTRY AFFILIATIONS:

- ASTM International: Member, D08 (Roofing & Waterproofing), C16 (Thermal Insulation), E60 (Sustainability)
- EPDM Roofing Association, Bethesda, MD: Chairman, Board of Directors, 2004-2007.
- Polyiso Insulation Manufacturers Association, Bethesda, MD: Chairman, Board of Directors, 1999-2003.
- Purdue School of Engineering & Technology, Indianapolis, IN: Member, Industry Advisory Board.
- Roof Consultants Institute Foundation, Raleigh, NC: Member, Board of Directors.
- Cool Roof Rating Council, Oakland, CA: Member, Board of Directors

PATENTS AND PUBLICATIONS:

- U. S. Patent No. 4,810,565, "Fire Retardant Elastomeric EPDM Roof Sheeting and Flashing Composites." Issued March 7, 1989.
- U. S. Patent No. 5,520,761, "Roofing Seam Installation Process." Issued May 28, 1996.
- U. S. Patent No. 5,976,292, "Roofing Seam Installation Process and Products for the Production of a Seamed Roof." Issued November 2, 1999.
- "Historical Warranty Cost: An Effective Measure of Long-Term Roof System Performance." *Proceedings of the Fourth International Roofing Symposium*, Gaithersburg, MD, September 1997.
- "Customer Satisfaction in Commercial Roofing: How Contractors View Manufacturers." *RSI Magazine*, July 2001.
- "Thinking About Roofing Quality: An Attitude Survey of Industry Stakeholders." *Proceedings of the 12th International Roofing and Waterproofing Conference*, Orlando Florida, September 2002.
- "Advancing Sustainable Roofing: LEED™ and the Commercial Roofing Industry." *Proceedings of the 20th International Convention of the Roof Consultants Institute*, Miami Beach, Florida, March, 2004.
- "The Economics of Cool Roofing: A Local and Regional Approach." *Proceedings of Cool Roofing: Cutting through the Glare*, Atlanta, Georgia, May, 2005.
- "Equivalent Uniform Annual Cost: A New Approach to Roof Life Cycle Analysis." *RCI Interface*, January, 2007.
- "The Expanding Role of the Roof in a Sustainable World." *Proceedings of the 2007 Energy Efficiency Global Forum*, Washington, DC, November, 2007
- "Life Cycle Assessment and the LEED Green Building Rating System." *Proceedings of the RCI 23rd International Convention*, Phoenix, AZ, March, 2008.
- "Sustainable Buildings: Addressing Long-Term Building Envelope Durability." *Proceedings of the RCI 24th International Convention*, Dallas, TX, March, 2009.
- "New Heat Mitigation and Water Retention Concepts to Expand Green Roofing Demand." *Proceedings of Greening Rooftops for Sustainable Communities*, Atlanta, GA, June, 2009.
- "The Durability Planning Matrix: A Useful Tool for Achieving Sustainable Building Envelopes." *Proceedings of the RCI 25th International Convention*, Orlando, FL, March, 2010.