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• Executive Biographies

Dale A. Gulden

Forward thinking. Inspiring creativity. Driving innovation.

■ Dale A. Gulden

Chief Executive Officer, Director of Marketing and Sales

Dale Gulden is a highly knowledgeable and experienced 26-year veteran of the solar and renewable energy industry. As the leader of Solar Direct, Gulden has accelerated the company into one of the highest ranking e-commerce destinations for renewable technology.

In 1971, Gulden earned a BS in Business Marketing and Economics from Indiana State University.

Following a successful career in promotions and management, Gulden transitioned by joining a start-up company selling solar energy systems in Florida. Gulden subsequently moved into sales management and consulting, advancing into positions with larger firms in the solar marketplace.

In 1986, Gulden partnered with Kirk Maust, a leading solar engineer and eco-entrepreneur, establishing Solar Direct with the initial vision of marketing solar water and pool heating using a traditional localized business model.

Gulden then guided the company into the broader energy market by offering consumers emerging technologies for geothermal heating and cooling. He also pioneered break-through solutions for indoor air quality, humidity control, and energy management.

In 1992, Gulden envisioned a revolutionary new business model. The traditional in-home sales approach was eliminated and replaced by the cost saving concept of selling consumer direct, allowing Solar Direct to immediately expand statewide.

Gulden then expanded this unique model nationwide by establishing Solar Direct's Internet presence in 1995, becoming the first website to offer renewable product information and consumer eco-education online.

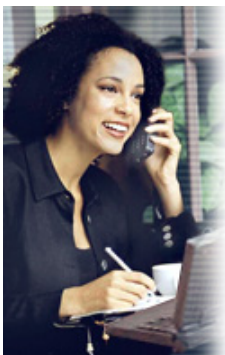
In 2003, Gulden's forward thinking vision resulted in the creative development of the Energy SuperMarket, the first major e-commerce website that encompasses an expanded spectrum of renewable energy products. He continues to push the envelope of technology by conceptualizing ground-breaking methods to integrate Internet technologies with consumer education.

Gulden's responsibilities include oversight of the Sales and Marketing Departments, providing consultation to major clients, as well as conceptualizing future growth and direction for Solar Direct.

Former President of the Gulf Coast Chapter of the Florida Solar Energy Industries Association (FlaSEIA), Gulden often serves as a keynote speaker to environmental and business groups, on the economic and ecological "green benefits" of solar and renewable energy technologies.



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