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• Executive Biographies

Kirk A. Maust

Creative maverick. Hightech pioneer. Eco-entrepreneur.

■ Kirk A. Maust

Chief Operating Officer, Director of Engineering

Kirk Maust represents the new breed of entrepreneurial executive; his defining characteristics encompass 25-years of "real world" solar and renewable engineering experience, Internet technology and digital communication skills, as well as having the spirit and aspirations of an e-commerce visionary.

In 1981, Maust earned one of the nation's first degrees in solar and renewable technology. He graduated from Pennsylvania State University's Mechanical and Nuclear Engineering Department, recognized as having the largest and most prestigious engineering degree program in North America. Moving to Florida, Maust managed and later acquired the solar division of an air conditioning firm.

In 1986, Maust joined with Dale Gulden to initiate the start-up of Solar Direct. The combination of Maust's engineering and computer science experience, together with Gulden's solid history of marketing and sales in the solar industry created an effective and innovative partnership.

As their new company moved into a broader energy market, Maust engineered inventive solutions for applications in the emerging geothermal, indoor air quality, and energy management fields.

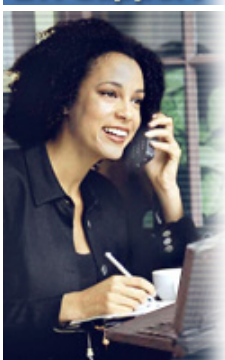
In 1995, Maust constructed and launched the company's first website. Heralded as one of the earliest and most comprehensive renewable energy online destinations, SolarDirect.com was a pioneering effort that set the stage for intensified growth.

Building on the success of offering alternative energy information to consumers via the Internet, Maust developed Solar Direct's first electronic shopping cart – the Energy SuperMarket. This investment in an e-commerce platform dramatically increased revenues, and distribution expanded first nationally, and then globally.

Maust's responsibilities include working closely with the engineering, pre-sales engineering, and information technologies personnel, to ensure quality service to Solar Direct's customers. He also provides operational oversight, while maintaining a personal presence throughout Solar Direct's rapidly expanding organization.

Maust provides engineering and troubleshooting consultations for major clients requiring solutions to complex and challenging design obstacles. He has earned the coveted reputation of conceptualizing, designing, engineering, and managing the execution of large, complicated, and problematic projects.

Maust holds a Florida State Certified Solar License, and is a current member and former Vice-President of the Gulf Coast Chapter of the Florida Solar Energy Industry Association.



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