

MARK WILHELM, PRINCIPAL



Mark Wilhelm is a founding principal of Green Ideas Environmental Building Consultants and is responsible for project management, consulting services and technical development. He and his team manage over 70 LEED, green building, and sustainable development projects representing over 28 million square feet of high-performance building space.

Mark has devoted over three decades to energy efficient and sustainable building design and planning. He has trained over 5,000 professionals in sustainable design and construction. He is a dynamic and motivational speaker who is sought-after nationally to speak on sustainability, green building, and the energy enterprise.

Mark is the appointed Chairman of the State of Arizona's Solar Energy Advisory Council and its Climate Change Subcommittee. He is a founding member and past Chairman of the U.S. Green Building Council (USGBC) Arizona Chapter. He Chaired the USGBC Greenbuild 2009 Host Committee and is a past Director of the USGBC West Region Council. He is past President and Chairman of the Phoenix Chapter of the Association of Energy Engineers. He is a member of the EPA's Technical Advisory Group for Building Healthy Hospitals and a member of the GPEC Techonomy Leadership Council.

Mark earned a Bachelor's Degree in Economics from the University of Massachusetts at Amherst and a Master's Degree in Environmental Planning from Arizona State University with a focus on energy-efficient building design, solar energy technology, and building energy simulation. While at ASU, Mark operated the ASU Solar Test Yard at the College of Architecture and Environmental Design. He also worked for the U.S. DOE/ASU National Solar Water Heater Workshop, where he taught homeowners to build solar water heaters.

Prior to forming Green Ideas, Mark was President of GreenBuilt Consulting, a sustainable building consultancy serving clients in the energy, manufacturing and AEC industries. Through GreenBuilt, Mark consulted with myriad companies to develop market transformation strategy, including EPRI, IBM, SAIC, First Solar, Energy Central, and KEMA Consulting.

Mark spent four years with the Electric Power Research Institute (EPRI), where he was Product Line Leader for Commercial and Mass Markets, eBusiness Strategic Alliance Manager, and Director of Practitioner Communities for ElectricWindow, a vertical e-commerce portal for the energy industry operated by EPRI and SAIC. In addition, he worked with KEMA Consulting and LogOn Consulting to establish the Process Control Systems Cyber Security Workshop, which was an international consortium serving electric utilities and government agencies.

Mark spent thirteen years in marketing, customer service and sales leadership positions with Arizona Public Service Company. Mark managed the APS residential, commercial and electric-critical market segments and developed and implemented DSM, conservation and technology-transfer strategy. His teams managed business relationships with top APS customers and opinion leaders throughout Arizona.

While at APS, Mark also directed the development of a world-class technology transfer project, the APS Environmental Showcase Home (ESH). This sustainable residence was designed to consume 85% less energy and 60% less water than a typical home, while showcasing over 150 sustainable technologies, strategies and materials. Over 40,000 people toured the home, which received 26 major environmental awards, including an international award in 1997 as the Top Environmental Project in North America. The ESH was the subject of an eight-part PBS television series titled *"This New House"*, and a book titled *"The Environment Comes Home"*, for which Mark was a contributing author.

EDUCATION

MS, Environmental Planning,
Arizona State University

BA, Economics (cum laude),
University of Massachusetts at
Amherst

AFFILIATIONS

Arizona Solar Energy Advisory
Council, Chairman

U.S. Green Building Council (USGBC),
LEED Accredited Professional

Greenbuild 2009 Host Committee
Chairman

USGBC Arizona Chapter, Founding
Member and Past Chairman

USGBC West Region Council,
Founding Co-Chairman and Past AZ
Chapter Representative

USGBC Nevada Chapter and USGBC
New Mexico Chapter, Member

Association of Energy Engineers
Phoenix Chapter, Past-President and
Chairman

EPA's Technical Advisory Group for
Building Healthy Hospitals, Member

Smart Homes Alliance, Board of
Directors, Member

