

# Mark Wilhelm, Principal

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Mark Wilhelm is a founding principal of Green Ideas Environmental Building Consultants and is responsible for technical development, project management and consulting services. Mark has devoted three decades to energy efficient and sustainable building design and planning. He is a nationally recognized expert in energy efficient building design, solar energy technology, and building energy simulation. Mark's team currently manages over 70 LEED green building projects, representing over 20 million square feet of high-performance building space.



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, past Chairman, and current Secretary of the U.S. Green Building Council (USGBC) Arizona Chapter. He is past president of the Phoenix Chapter of the Association of Energy Engineers and a member of the EPA's Technical Advisory Group for Building Healthy Hospitals.

Mark received his Masters 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, worked for the U.S. DOE National Solar Water Heater Workshop, and taught homeowners how to build their own solar water heaters through the ASU Solar Water Heater Workshop.

Prior to forming Green Ideas, Mark served as President of GreenBuilt Consulting, a national sustainable building consultancy serving clients in the design, construction and energy industries. Through GreenBuilt, Mr. Wilhelm consulted with myriad companies to develop market transformation strategy, including EPRI, IBM, SAIC, First Solar, Energy Central, KEMA Consulting, LogOn Consulting, Tyco, Dynamotive and Apogee Interactive. Mark spent four years directing commercial and residential product lines and managing strategic alliances for EPRI. 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 also spent thirteen years in marketing, customer service and sales leadership positions with Arizona Public Service Company. During his tenure at APS, Mark managed residential, commercial and electric-critical market segments through which he developed and implemented effective market segmentation, marketing, DSM 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 building consumes 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

## Professional Affiliations

- Arizona Solar Energy Advisory Council, Chairman
- U.S. Green Building Council (USGBC), LEED Accredited Professional
- USGBC Arizona Chapter, Past-Chairman, Secretary, and Greenbuild 2009 Committee Chairman
- USGBC West Region Director, USGBC Nevada Chapter and USGBC New Mexico Chapter, Member
- Association of Energy Engineers Phoenix Chapter, Past-President



**Green Ideas**  
Environmental Building Consultants