

Jonathan (Jon) Gorham

264 Amity Road

Woodbridge, CT 06525 USA

jon@jongorham.com

203.376.2871

Summary:

Co-founder and Director of Business Development, Qteros: A venture backed cellulosic ethanol company that makes clean fuel from waste. See: www.qteros.com .

President, Gorham Associates: A marketing and business development firm specializing in web-based, viral marketing for green tech companies and organizations.

Chairman, Woodbridge Clean Energy Initiative Task Force: A grass roots energy education and awareness initiative promoting energy conservation and renewables. See: www.woodbridgecleanenergy.org .

Founding Board Member, Massaro Community Farm: A 501 c (3) Community Supported Agriculture (CSA) 57 acre organic farm. See: www.massarofarm.org .

Areas of Core Expertise:

- Business development, including, competitive analysis, product development, marketing strategy, client identification, product and service positioning.
- Communication and outreach, including message refinement, writing and placing press releases, eliciting customer feedback, creating product launch events.
- Government contracting, including grant writing, appropriations funding, federal “lobbying”, preparing testimony, trade organization representation, contract monitoring.
- Web marketing, including web site design, multi-media publication, viral marketing, web communications, digital photography and digital archiving.

Other Work Experience:

2006-2007: Co-Founder of an interactive web site: Refunds for Good, a multi-media site to re-channel \$20 Billion in illegal telephone war tax to sustainable development organizations. Horizon Interactive international award winner. See: www.refundsforgood.org .

2005-2009: Marketer, commercial energy lighting retrofit programs to CT utility customers. Business strategy advisor to energy conservation engineering company. Utility energy audit outreach consultant to residential customers.

2003-2005: Multi-media CD-ROM web and curriculum design for museums, for such clients as Mystic Seaport, Amistad America and the Mashantucket Pequot Indian Museum. American Library Association (ALA) gold medal winner.

1993-2003: Consultant to technology business incubators at universities, and state and local economic development agencies.

1999-2003: CEO of a Virtual-Tour and CAD (Computer Aided Design) software company and a 3-D imaging content developer.

1994-1996: Consultant to Plant Health Care, an environmental land reclamation company that went public on the London Exchange. PHC uses mycorrhizal fungi.

1988: Teacher and Consultant, Dalian University of Technology, Peoples Republic of China

1985-1993: Co-Founder, Science Park Associates, a technology commercialization arm of Yale University's Science Park. The firm consulted to universities, state and local development groups internationally.

1980-1984: Founder, Homesworth Corporation a movable window insulation company that commercialized five innovative new energy products, one now a \$400 MM/yr product line.

1979-1981: Co-founder, Cornerstones Energy Group (CEG), Brunswick, ME. The company developed solar greenhouses and taught passive solar design courses. CEG developed the first utility sponsored residential energy audits used in the states of NH, ME and CT.

1978: Author of an award winning curriculum: Solar Concepts and teacher of the course.

1976-1978: Director, the Environmental Energy Education Project – Falmouth, Maine.

1973-1975: Public school teacher, Arlington, MA, environmental studies, math, Spanish.

Education:

1986: M.B.A., Yale School of Management, Marketing concentration

1971: A.B., Harvard College, American Government, Senior Honors Thesis, All-Ivy League Track, Director of the Philips Brooks House, Challenge Program

Personal:

I live with my wife and two daughters in Woodbridge, CT and am an avid biker, ocean kayaker, world traveler and member of New Haven Friends Meeting.