



Jon E Worren

Consultant to MaRS and Co-Founder, ClearSky Advisors

Jon is a consultant at MaRS, where he serves as a subject matter expert on strategy, marketing and sales for start-up companies. In his capacity as consultant, Jon has written a number of articles and workbooks for the Entrepreneur's Toolkit. Jon has developed and regularly facilitates the workshops on strategy, marketing and sales offered through the ONE network.

Outside of MaRS, Jon is the co-founder and president of ClearSky Advisors, a renewable energy advisory firm in Toronto. At ClearSky Advisors, Jon is responsible for the Policy & Market Research Coverage, with a special focus on North American markets. As such, Jon regularly publishes in industry magazines, presents at industry conferences in addition to regularly advising clients on their key strategic and market needs.

Jon Worren has 18 years of experience in research, management consulting, IT and clean technology. Jon's experience includes strategic planning, marketing, business development, financing and international expansion. Jon's expertise is in the analysis of technology driven markets and its impact on companies' strategy, marketing and sales activities.

Experience prior to founding ClearSky Advisors, includes three years of management consulting and six years working for industry advisory firm Gartner Inc in Europe, Canada and the USA, and seven years working in the software industry, including two successful software start-ups.

In his career, Jon has worked with some of the world's leading companies across a range of industries, including Alpha Technologies Ltd., First Solar, Mitsubishi Solar, Schneider Electric, enphase energy, Algonquin Power, Bell Canada, Arxx, Siemens, Duke Energy, Magna International, BMO, ING Bank, GM, BMW, Toyota Motors, Nokia, SonyEricsson, Microsoft, Accenture, Fifth Third Bank, Nordea, Allianz and HypoVereinsbank.

Jon holds a Master of Science in Media & Communication from London School of Economics and a Master of Science in Business and Economics from the Norwegian School of Management.