

Samantha Sloan

Vice President, Global Policy, Sustainability, & Marketing

Results-driven sales and marketing executive with strategic, growth-oriented mind set and persuasive, consensus-building approach across renewable energy and semiconductor sectors. Demonstrated commercial, financial, operational, and risk management skillsets. Proven record in advocacy, public policy, marketing, communications, and sustainability.

- Public Policy
 - Sustainability
 - Product Positioning
 - Brand Positioning
 - Advocacy
 - Marketing
 - Strategic Messaging
 - Team Leadership
 - Communications
 - Sales and Product Strategy
 - Market Analysis
 - People Management
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PROFESSIONAL EXPERIENCE

First Solar, Inc.

Vice President, Global Policy, Sustainability, and Marketing 2021 – to date

- Advocates for the creation of durable solar industrial policies in key global markets that align value chains with efforts to re-shore manufacturing; drive domestic content purchasing; and support smart trade policies across a multi-year horizon with the goal of ensuring a level playing field, while supporting domestic energy independence and security.
- Oversees First Solar’s Environmental, Social, and Governance (ESG) and sustainability programs, research, disclosures and communications.
- Sets global marketing, media and public sentiment programs linked to corporate strategies and goals.

First Solar, Inc.

Vice President, Global Marketing and Sales Operations 2017 – 2021

- Enabled business results through coordinated development and implementation of sales strategies to (a) grow profitable demand generation, and (b) optimize sales coverage and execution capacity.
- Drove operational excellence across the ‘run the business’ cadence between sales, operations and the executive leadership teams.
- Served as the nexus between headquarter functions and regions to improve efficiencies and effectiveness of global teams.
- Established and led global marketing strategies designed to further the company’s business goals in new markets and segments.

First Solar, Inc.

Senior Director, Business Development 2016 – 2017 | Director, Business Development 2014 – 2016

- Developed, negotiated and closed EPC and supply agreements for US solar power plants, targeting leading independent power producer and US project developer opportunities.

First Solar, Inc.

Product Line Director, Commercial Services 2009 – 2014

- Defined and implemented full suite of global performance wraps and warranties products in support of project financing and long-term technology viability assessments for domestic and international opportunities

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- Negotiated over 1,000 megawatts (MW) of utility-scale solar project performance wrap and warranty agreements

Applied Materials

Director, Semiconductor Marketing 2007 – 2009

- Led all outbound marketing and strategic communications activities for global semiconductor systems business

Applied Materials

Senior Manager, Group Marketing 2004 – 2007

- Drove market analysis and marketing communications for Front End Products group

Applied Materials

Business Development Operations Manager 2002 – 2004 | **Business Manager, Southeast Asia Accounts** 2001 – 2002

- Led demand chain activities and market analysis for UK-based product group

Applied Materials

Global Product Marketing 2000 – 2001

- Managed technical marketing and lifecycle of thin film capacitor product

EDUCATION

Bachelor of Science, Materials Science and Engineering

University of California, Berkeley | Graduated in 1999