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Press Release

SMA America, LLC

SMA America Hires Senior Sales Manager to Lead Strategic Accounts Group

Jim Morgenson to Head North America's Key Accounts and Technical Sales Support Teams

ROCKLIN, Calif., Dec. 29, 2009—[SMA America LLC](#), the U.S.-based subsidiary of global solar technology leader [SMA Solar Technology AG](#), has announced the hiring of Jim Morgenson as senior sales manager for strategic accounts.



Jim Morgenson, Senior Manager, Strategic Accounts
Photo courtesy of SMA America

Morgenson will lead the newly formed strategic accounts group and will report to SMA America's director of sales, Dave Wojciechowski. In his new role, Morgenson will be responsible for managing the activities of the direct sales division for all key accounts and commercial sales customers.

"SMA is excited to add someone as talented as Jim to our team," said Wojciechowski. "His experience within the industry and professional background will allow SMA to provide the exceptional customer support necessary to maintain the high levels of service our direct customers demand."

Most recently, Morgenson was the vice president of business development at PV Powered, where he was responsible for establishing and executing partner sales strategies and programs for their residential and commercial grid-tied inverter products.

Morgenson also spent 20 years with Rockwell Automation, holding increasingly senior and management-level positions with the company, including his final role where he led their semiconductor and electronics industry initiative. During his time with Rockwell, Morgenson also directed the development of the business planning and partnering model for their global OEM alliance sales channel for the residential, commercial and industrial HVAC market.

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"It's rewarding to see top industry talent continue to join SMA's ranks," said Jurgen Krehnke, president and general manager of SMA America. "We are convinced Jim will help us become an even stronger partner for our customers."

Morgenson received his bachelor of science in mechanical engineering from Penn State University and began his career as a sales engineer.

About SMA

The SMA Group generated sales of more than 680 million Euros in 2008 and is the worldwide market leader for photovoltaic inverters, a key component of all solar power plants. It is headquartered in Niestetal, near Kassel, Germany and represented by foreign subsidiaries in twelve countries on four continents. The Group employs a staff of over 4,000 (incl. temporary employees). SMA's product portfolio includes the most comprehensive range of inverters on the market, offering a compatible inverter for every type of photovoltaic module and for all plant sizes. The product range covers both inverters for photovoltaic plants connected to the grid as well as inverters for off-grid systems. Since 2008, the Group's parent company SMA Solar Technology AG has been listed on the Prime Standard of the Frankfurt Stock Exchange (S92) and also in the TecDAX index. In recent years, SMA has received numerous awards for its excellence as an employer.

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Photo Caption: Jim Morgenson, Senior Sales Manager, Strategic Accounts

Photo Credit: SMA America

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