

# **Jon Dogterom**

**Practice Lead, Cleantech, Advanced Materials and Engineering at MaRS Cleantech**

Toronto, ON, CA

Practice Lead, Cleantech, Physical Science and Advanced Materials, MaRS Discovery District

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## **Description**

Jonathan leads the Cleantech Practice at MaRS Discovery District where he assists Canadian cleantech and advanced materials companies in growing their business and raising capital. He has an extensive background in early stage and high growth alternative energy companies. Prior to joining MaRS, Jon led Business Development for Hydrogenics Corporation where he focused on strategic partnerships, product development, and sales and marketing. During his time with Hydrogenics he was involved in the introduction and launch of both the company's fuel cell and hydrogen generation divisions. Jon was also previously with the Pembina Institute where he led corporate consulting services on low-impact renewable energy and energy policy. In 1997 Jon co-founded Sustainable Energy Technologies, which is a leading Canadian provider of power electronics for the solar power industry.

"I relish the excitement involved with early stage start-ups—the passion, the enthusiasm. At MaRS, I get to work with a wide range of new and interesting technologies and the entrepreneurs who have the potential to start great companies."

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## **Availability**

Keynote, Moderator, Panelist

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## **Industry Expertise**

Cleantech, Energy, Renewables and Environmental, Financial Services

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## **Topics**

Cleantech, Renewable Energy, Energy, Innovation, Entrepreneurship

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## **Affiliations**

MaRS Discovery District, Cleantech, Hydrogenics Corporation, Sustainable Energy Technologies

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## **Sample Talks**

### **Cleantech Trends and Opportunities**

Canada's Cleantech sector led growth in venture capital investment in the second quarter this year despite the decline in other sectors. Join Jonathan Dogterom, Cleantech Lead at MaRS Discovery District for a discussion on Cleantech trends and opportunities. Learn where the energy and the broader Cleantech industry is heading and gain valuable insight into commercializing technology in the sector.

## **Go-to-Market Strategy - Entrepreneurship 101**

Jon Dogterom, Practice Lead, Cleantech, MaRS Discovery District, describes overall market dynamics and explains why entrepreneurs should keep their focus on the customer when designing their go-to market strategy.

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## **Past Talks**

### **Title**

2011 Canadian Cleantech Summit

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## **Education**

MIT Sloan School of Management

Queens University

Civil Environmental Engineering

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## **Accomplishments**

Director of Business Development, Hydrogenics Corporation

Consultant, Pembina Institute

Co-founder, Sustainable Energy Technologies

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