

# Warren Schirtzinger

**Partner at High Tech Strategies, Inc.**

Seattle, WA, US

A highly regarded market- and product-strategy consultant to CleanTech companies, startups and technology businesses.

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## **Description**

Warren is a highly regarded market- and product-strategy consultant to CleanTech companies, utilities, startups and technology businesses.

Introducing and democratizing new technologies and innovations is what he does -- Warren is responsible for helping to launch some of the most important technology and clean-energy innovations of the last twenty years including:

- the first large scale utility-sponsored residential solar program (Sacramento Municipal Utility District),
- the first performance-based energy management certification program (Northwest Energy Education Institute),
- the first hybrid localization/venture capital fund (Nikko Securities)
- the first augmented reality binoculars for marine navigation (Advanced Marine Technology)
- the first industrial FTIR sensor for on-line quality control (Measurex/Honeywell)

Warren has worked with a number of technology-focused startups during their formation years including: Apple, Adobe, Harman International, Intermec, MicroConnex, Nikko Securities, Audion Labs, BioScan, Pacific Horizon Ventures, and many others. Over the last two decades, he has consulted on strategic marketing, technology adoption and business issues to a variety of CleanTech and high-tech firms in the United States.

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## **Availability**

Keynote, Author Appearance

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## **Industry Expertise**

Manufacturing, Cleantech, Industrial Automation, Renewables and Environmental, Utilities

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## **Topics**

Crossing the Chasm, Diffusion of Innovation, Cleantech, Technology Adoption , Start Ups, Strategic Marketing, Product Management

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## **Affiliations**

American Solar Energy Society

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## **Past Talks**

**SMUD Solar: A Roadmap For Utilities in Transition**  
ASES National Solar Conference

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## **Education**

**The Ohio State University, Fisher College of Business**  
Ph.D. Marketing

**The College of Wooster**  
B.A. Analytical Chemistry

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