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Ron Pernick is co-founder and managing director of Clean Edge, Inc., a leading clean-tech research and publishing firm, and co-author of *The Clean Tech Revolution* (Collins, June 2007).

Ron is an accomplished market research, strategy, and business development entrepreneur with more than two decades of high-tech experience. He has worked actively within three major technology waves: telecommunications, the Internet, and clean technology.

At Clean Edge he has co-authored more than a dozen reports on emerging clean technologies and has worked with a range of clients including multinationals, start-ups, government agencies, and investors since the firm's inception in 2000. Ron also oversees the company's annual co-production of the Clean-Tech Investor Summit, a gathering of clean-tech investors and businesses; the company's clean-tech jobs board; and the creation of the company's clean-energy indexes, including the NASDAQ® Clean Edge® Green Energy Index, an index which tracks US-listed clean-energy companies, and the NASDAQ OMX® Clean Edge® Global Wind Energy Index.

Prior to founding Clean Edge, he ran his own consulting practice and helped build the brands of such Internet pioneers as Internet In A Box, Global Network Navigator (GNN), Preview Travel (which later merged with Travelocity), and Yahoo! Earlier, he worked in the U.S. and Japan, serving a range of telecom and consumer electronics companies, including EDS and Sharp.

Ron is widely quoted in the media, lectures at industry events, and is Sustainability Fellow at Portland State University's School of Business where he teaches an MBA-level course on clean-tech innovation and entrepreneurship.