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Kanzer joins AllEarth Renewables as sales and marketing director

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AllEarth Renewables has hired Bill Kanzer, a 20 year veteran of the solar industry, to direct its sales and marketing and join its management team.

Kanzer has extensive experience in PV (photovoltaic) sales and marketing, research, product development and information systems.

He joins AllEarth Renewables, the Williston, Vermont-based company that manufactures the AllSun Tracker, a dual-axis solar tracker that uses innovative GPS and wireless technology to actively follow the sun throughout the day, producing up to 45% more energy than rooftop solar.

The AllSun Tracker was recently selected as a top-10 green product for 2012 by BuildingGreen.

"I'm extremely pleased and excited to be joining AllEarth Renewables," said Kanzer. "I believe that we have the opportunity to significantly improve the performance of PV systems and our modular design vastly simplifies system design, supply chain management and installation for systems large and small."

"Bill's 20-plus year experience in the solar industry will be invaluable to our company's growth. As we expand throughout the northeast and beyond, Bill provides us vital experience and industry knowledge to grow our AllSun trackers in new markets," said David Blittersdorf, president and CEO of AllEarth Renewables.

Blittersdorf was recently listed among 25 of "America's Most Promising Social Entrepreneurs of 2011" by Bloomberg's Business Week.

Kanzer comes from Massachusetts where he was most recently Channel Account Manager for the Eastern U.S. for Tioga Energy, who provides power purchase agreements (PPAs) and owns and operates customer-hosted solar installations. He was formerly the director of marketing for Alteris Renewables (now Real Goods Solar), a leading solar systems integrator. He also founded William And Sun, a strategic marketing and communications firm which specialized in the renewable energy sector. Previously, he served as the director of marketing communications for Evergreen Solar, an American PV panel manufacturer.

Kanzer holds a Master of Business Administration from Boston College and graduated summa cum laude from Northeastern University with a Bachelor of Science in Mechanical Engineering.

AllEarth Renewables employs 24 and has manufactured and installed over 900 solar tracker systems.

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