



# JUAN RODRÍGUEZ

FOUNDER • EXECUTIVE • BOARD DIRECTOR  
SDG/ESG SPECIALIST • SPEAKER



## SUMMARY

Juan is an entrepreneur and high-level executive with +20 year experience, and is the Founder, Chairman and Executive Director of Kingo. He has a proven track record of utilizing proprietary frontier tech with real field applications, navigating B2C, B2B and B2G verticals. His work has allowed him to develop unique experience and impact in at least 9 Sustainable Development Goals (SDG's), as well as implementing Environmental, Social and Governance (ESG) frameworks and policies. Being a latino with a global network has allowed him to serve as a Board Director for over 10 years. He is also a premier public speaker and a true advocate of environmentally conscious companies as catalysts for the shift to a sustainable way of life for our children and our planet.

Juan has been named one of the 100 Latinos Most Committed to Climate Action, MIT's Top Innovators in Central America, is a CALI Fellow (Aspen Institute), and has won numerous sustainability and innovation awards on a global scale.

## WORK EXPERIENCE

### Kingo

Founder, Chairman, and Executive Director  
*June 2020 to Present*

Founded Kingo in 2013, a company that provides distributed solar energy services to over 150,000 people, as a response to one humanity's grandest challenges: ENERGY POVERTY (~1 billion people living off-grid). Juan led the positioning of Kingo as a rural utility that leverages renewable energy with a state-of-the-art proprietary hardware and software technological ecosystem. The Company has experienced dramatic growth over its life, fueled by over US\$50 Million raised from world-class investors, some of which include ENGIE (largest utility in Europe), EPM (one of the largest utilities in LATAM), the Inter-American Development Bank (IDB), as well as Leonardo DiCaprio. Kingo's offering covers B2C, B2B, and B2G verticals.

### Kingo

Founder, Chairman, and CEO  
*January 2013 to July 2020*

## SKILLS

- Sustainable Development
- Leadership
- Business Strategy
- Scalability
- Frontier Markets
- Frontier Tech
- Technological Innovation
- Marketing
- Operations
- Equity and Debt Financing



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## WORK EXPERIENCE

### Global Carbon Parks

*Board Member*

*May 2022 to Present*

Global Carbon Parks has reinvented Conservation Economics. The Company develops, certifies, and converts carbon storage and sequestration into tradable and liquid commodities for national, provincial, and city-protected areas. Through private-public partnerships, we transform protected areas into natural equity. By retro-funding local communities, we empower them to deploy clean energy systems and partake in overall decarbonization. The Company's mission is to grow protected areas around the globe from 16% to 30% by 2030.

### Xprize

*Climate & Energy Brain Trust Member*

*August 2021 to Present*

XPRIZE is accelerating the path to where clean, reliable, and sustainable energy is available, accessible, and affordable for everyone. The goal of the Brain Trust is to find radically positive energy and climate solutions by creating incentivized prizes that can drive the creation of breakthrough technologies and innovations in the fields of energy generation, storage, rapid climate interventions, energy access, decarbonization, energy data, and information systems, as well as greenhouse gas management.

### Quetsol

*Co-Founder and CEO*

*December 2011 to December 2013*

Developed and executed the initial direct sales concept of Quetsol, with which 4,000 homes were powered. Quetsol's original business model gave way to Kingo's disruptive prepaid service.

## LANGUAGES

### English

Native or Bilingual

### Spanish

Native or Bilingual

## EDUCATION

### Universidad Francisco Marroquín

Bachelor of Business Administration BBA,  
Marketing and Finance Minors

*January 2002 to December 2005*

### American School of Guatemala

Highschool

*1989 to 2001*



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## WORK EXPERIENCE

### Quetsol

Co-Founder and Sales and Marketing Director  
*February 2010 to November 2011*

### Procter & Gamble

Customer Team Marketing Manager  
*June 2008 to June 2010*

Development of P&G's brand portfolio inside Walmart, largest customer in Central America. Captaincy in 3 categories where P&G competes and is the market leader.

### Spinhouse Agencythe

Co-Founder and CEO  
*July 2006 to May 2007*

Development and implementation of marketing and sales strategy. Director of design, creativity, and sales teams, while coordinating management and administrative activities.

### Procter & Gamble

Assistant Brand Manager  
*May 2004 to June 2006*

Integrated development of brands in Central America (distribution / pricing / media / promotions). Budget management for Head&Shoulders, Herbal Essences, Pampers, and Always brands.

