



## executive profile

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marc hoelscher  
director, marketing & internet strategy

Marc Hoelscher has been involved in high technology ventures for more than 10 years and has a proven capability to design and execute comprehensive, successful marketing programs.

In 1995, Mr. Hoelscher founded Fifth Gear Marketing Systems Inc. ("FGMS"), a marketing firm serving clients across North America and the Caribbean. Focused on start ups that offer environmentally preferable technologies with worldwide commercial application, FGMS serves as a turnkey marketing arm -- implementing comprehensive, aggressive marketing programs that deliver on corporate growth objectives. Complementing its marketing expertise, FGMS also has extensive experience producing award-winning investor communication programs for public corporations.

In 1998, Mr. Hoelscher became one of four original partners in Carmanah Technologies Corporation, a global leader in solar-powered LED lighting. He was responsible for all marketing functions until 2006, and during his tenure the company grew from \$700,000 in annual sales to more than \$62 Million. Carmanah became a public corporation in 2001 (TSX: CMH).

Mr. Hoelscher has been the recipient of national recognition for his contribution and vision in the field of marketing, including the Canadian eBusiness Award in the category of "B2B Small Enterprise" (2003), and "Best Investor Relations for a Venture Exchange Company" (co-recipient, 2005) awarded by the internationally recognized IR Magazine. His work has also been published in a number of national and international trade magazines, periodicals and newspapers.

Mr. Hoelscher is a graduate from the School of Business at the University of Victoria, British Columbia. He is also a member of the Dean's List at Concordia University in Montréal, Quebec.



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