

Yiğit GÜVEN

Position/Department/Division/Institution/Organization

Director, New Market Development Asia & International Channel Strategy, Sonnen



Country

I am based in The Netherlands, and headquarters of Sonnen is in Germany.

Career history

2017- 2019 *Director, New Market Development Asia & International Channel Strategy* **sonnen, NL**

- Leading new market entries in the Asia region, starting with Japan. Building the residential Energy Storage and e-services businesses in country, i.e. utility of the future.
- Developing sonnen's channel strategy and establish effective working relationships with the Shell Group companies in New Energies space and Power Trading teams to jointly develop and launch integrated and winning offers.

2017- 2019 *Head of Products EU, Connected Energy* **Shell New Energies, NL**

- Led the commercial and business development activities of decentralized energy resources product portfolio of residential and C&l customers in EU/UK & Asia.
 - Creating value through energy savings/revenue and lower carbon footprint, which are enabled via seamless deployment of MW+ scale behind-the-meter renewable power generation & storage products and demand side flexibility.
- Commercial lead of sonnen acquisition.

2003- 2017 *Sales, Strategy, M&A, Trading roles in Shell* **Shell, UK, Turkey, NL**

Areas of expertise

Behind-The-Meter Distributed Energy Resources.