

**ROB GUYTON – CHIEF COMMERCIAL OFFICER PROFILE**

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**EXECUTIVE SUMMARY**

Strategic and hands-on commercial executive with 20+ years of experience scaling capital-intensive technology companies. Proven track record in leading go-to-market strategy, complex commercial negotiations (PPA, EAAS, EPC), and institutional selling to C-suite executives, including CFO, on lifecycle ROI vs. utility rates in PPA-modeled scenarios. Raised over \$250M in capital, built \$50M+ sales pipelines from scratch, and executed commercialization efforts across energy storage, infrastructure tech, and high-growth startups.

**RELEVANT EXPERIENCE HIGHLIGHTS**

- Led commercial structuring and negotiation of 1.6 MWh and 2.9 MWh grid-tied battery energy storage systems for peak shaving in federal buildings (GSA projects with ABM Industries, Inc. and Southern California Edison).
- Developed and modeled Energy-as-a-Service (EAAS) offerings, selling institutional clients and CFOs on lifecycle ROI vs. utility rates in PPA-modeled scenarios.
- Partnered with EPCs, utilities, fire departments, and California’s Self Generation Incentive Program (SGIP) to ensure compliant deployment of BESS solutions.
- Built and led global sales operations at Encell, growing pipeline from \$0 to \$50M+ across LATAM, APAC, and EMEA.
- Closed \$200M+ in strategic agreements, including with Microsoft, NTT, and AOL at Inktomi.

**CORE COMPETENCIES**

EAAS	Power Purchase Agreements (PPA)	EPC Oversight	BESS Deployment	Commercial Negotiation
Financial Modeling	Institutional Selling	Infrastructure- Scale GTM	Channel Strategy	Strategic Partnerships

**LEADERSHIP STYLE**

Human-centered, accountable team builder who thrives in low-bureaucracy, high-performance environments. Trusted by investors and boards for clear communication, structured growth, and practical innovation.