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RETC adds Industry Veteran to enhance Customer Experience and grow Service Offerings

February 25th, 2019 Fremont, CA – RETC announced today that it has retained Chris Beitel to lead business development, sales, and marketing initiatives within the company. He will be responsible for providing an enhanced customer experience, launching new service initiatives, and providing strategic insight as the company enters its next phases of growth.

Mr. Beitel brings over 20 years of high-tech management experience, helping companies develop new & disruptive products/services, operational scaling, technology scouting, and providing high value customer partnerships. Most recently Mr. Beitel provided consulting services for companies in the test services, energy storage, semiconductor, and display technology sectors. Previously, Mr Beitel headed up Operations, Sales and Marketing functions at PV module manufacturer Silevo, which was acquired by Solar City/Tesla. Before Silevo, Mr. Beitel spent 13 years as an executive manager and engineer at Applied Materials, helping launch successful endeavors in advanced metallization for semiconductors and being a founding team member as Applied diversified into PV manufacturing equipment.

CEO and President Cherif Kedir said, “We are delighted to have Chris join the RETC management team. Chris brings unique insight in renewables both in terms of developing upstream PV and Energy Storage product lines but also as a partner positioning these products to installers, developers and financiers of small to large scale renewable energy projects downstream. As RETC launches new service offerings to our customers both up and downstream in the value chain, Chris’s industry knowledge and relationship network will be invaluable to us.”

Mr. Beitel commented, “I’m excited to be bringing my business experience in renewables and most recently in analytical test services to the accomplished technical team at RETC. RETC’s engineering competency in the area of PV component development is unparalleled. As the renewable industry starts to add new systems such as batteries, there is a natural synergy to marry technical acumen along with the business insights that understand uncertainties and bottlenecks in industry adoption. I look forward to working with the RETC team to develop new value-added products and services that will help overcome many of these industry challenges, therefore accelerating the adoption of renewable energy.”

About RETC

RETC is a third-party test laboratory located in the Silicon Valley, highly regarded for its world-class engineering and certification testing services for photovoltaic and renewable energy products. RETC is CBTL and ISO 17025 accredited offering fast-track product introduction with unequaled engineering support from R&D, certification, bankability and field testing.

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