



Jörg Eric Mayer

Date of birth: July 18th, 1972

Nationality: German

Current positions:

- Managing director at the German Solar Industry Association (BSW-Solar), responsible for international and technical affairs
- Head of Strategy Council in the German Renewable Export Initiative
- Board member of the German Solar Thermal Technology Platform (DSTTP)
- Board member of the European Solar Thermal Industry Federation (ESTIF)

Professional career and background

Jörg Mayer, born in 1972, is a communications scientist. After his studies at the Berlin Academy of Art, he worked as a TV program planner and radio editor for the ARD (First German Television). As a business consultant with Andersen Consulting he was engaged, from 1998 to 2001, in the implementation of CRM strategies in large-scale companies – mainly in Germany, the USA and Great Britain. Until 2007 he led many campaigns with the agency Scholz & Friends / Lowe Worldwide for large institutions and service companies. Since August 2007 he has been engaged as director of the nationwide active, semi-public Renewable Energies Agency of Germany. The aim here was to inform the media and decision makers about the potential of regenerative forms of energy and their requirements for development. In April 2011 Mayer took on responsibility as managing director for technology, international affairs and specific campaigns and projects at the German Solar Association (BSW-Solar).

Key projects in the field of PV

- Responsibility for EU-projects PV LEGAL (2009-2012), PV GRID (2012 – 2014) and PV FINANCING (2015ff) – PV FINANCING develops new equity and debt financing schemes for non-subsidized PV business models throughout Europe
- German Strategy Roadmap on PV (2011, 2012)
- Implementation of several international market development projects, called “ENABLING PV” in 12 countries outside Europe
- Publishing of the first “global PV investor guide”:
<http://www.solarwirtschaft.de/en/international-activities/new-business-models.html>
- Introduction of the first European solar battery incentive programme in 2013