

Curriculum Vitae:

Dr. James L. Hoff, DBA



CAREER EXPERIENCE:



TEGNOS Research, Inc., Tubac, Arizona. September 2007 to Present. TEGNOS Research was established to provide professional services to the building envelope industry, with an emphasis on research, education, and advocacy. The primary mission of TEGNOS is “Understanding the Building Envelope” through increased public awareness of the role of the building envelope in relation to critical energy and environmental issues. (For more information, please visit www.tegnos.org.)

President and Chief Executive Officer. Overall accountability for the planning, marketing, education and research initiatives of the corporation. Responsible for client relations, research project oversight, and curriculum development.



Center for Environmental Innovation in Roofing (CEIR), Washington, DC. November 2007 to January, 2015. CEIR was established in 2007 to serve as the voice of the roofing industry for environmentally sustainable construction practices. The mission of the Center is to serve as a clearing house and sponsor for roofing research, an information source for sustainable construction practice, and an advocate for the roofing industry within the sustainable building community.

Vice President, Research. Accountability for oversight of Center research and educational programs, with an emphasis on stimulating new research and raising industry awareness of “green” building trends. Responsible for providing technical support for Center advocacy initiatives, including the development of position papers and research reviews.



Firestone Building Products, LLC, Indianapolis, Indiana. February 1985 to December 2007. Founded as a small entrepreneurial unit of Firestone Tire & Rubber Company in 1984, Firestone Building Products is now the largest manufacturer of commercial roofing materials in the world with annual revenues in excess of one billion dollars. Firestone's growth from start-up to industry leadership was driven by rapid deployment of new product technologies to better meet the needs of customers in an era of labor shortages and increasing energy and environmental demands. (For more information, please visit www.firestonebpco.com.)

Vice President, Quality, Technology and Product Development (January 2004 to December 2007)
Director of Marketing (December 1996 to January 2004)
Manager, Customer Technical Services (July 1992 to December 1996)
Senior Business Manager / Product Manager (December 1988 to July 1992)
Manager, Building Code Compliance (August 1986 to December 1988)
Supervisor, Applications Engineering (October 1985 to August 1986)
System Design Engineer (February 1985 to October 1985)

EDUCATION:

Associate of Applied Science. Indiana Vocational Technical College, Indianapolis, Indiana (1976)
Major: Architectural Technology
Bachelor of Arts. Indiana University, Bloomington, Indiana (1976)
Major: Psychology
Master of Science. Indiana Wesleyan University, Indianapolis, Indiana (1998)
Major: Management Science
Doctor of Business Administration. University of Sarasota, Sarasota, Florida (2007)
Major: Management.

INDUSTRY AFFILIATIONS:

ASTM International: Member, D08 (Roofing & Waterproofing), C16 (Thermal Insulation), E60 (Sustainability)
Cool Roof Rating Council, Oakland, CA: Member, Board of Directors, 2010-2016
EPDM Roofing Association, Bethesda, MD: Chairman, Board of Directors, 2004-2007
HeatSpring, LLC, Ann Arbor, MI: Instructor, Commercial Roofing, 2012-
Polyisocyanurate Insulation Manufacturers Association, Bethesda, MD: Chairman, Board of Directors, 1999-2003.
Roof Consultants Institute (RCI), Raleigh, NC: Member, RCI Foundation Board of Directors, 2005-
Roofing Contractor Magazine, Monthly Columnist, Sustainable Roofing, 2012-
Underwriters Laboratories (UL): Member UL Standards Technical Panel 115 Thermal Insulation, 2011-

RECENT CLIENTS:

Austech Roofing Consultants, Inc., Austin, TX
Asphalt Roofing Manufacturers Association (ARMA), Washington, DC
BNP Media, Troy, MI
EPDM Roofing Association (ERA), Bethesda, MD
Gryphon Investors, San Francisco, CA
Oak Ridge National Laboratory, Building Envelopes Program, Oak Ridge, TN
Polyisocyanurate Insulation Manufacturers Association (PIMA), Washington, DC
Principia Consulting, LLC, Malvern, PA
Roof Coating Manufacturers Association (ARMA), Washington, DC
Single-Ply Roofing Institute (SPRI), Waltham, MA
Superior Capital Partners, LLC, Detroit, MI
U.S. Department of Energy, Office of Building Technology, Washington, DC
U.S. Environmental Protection Agency, Small Business Innovation Research Program, Washington, DC

PATENTS:

- U. S. Patent 4,810,565, "Fire Retardant Elastomeric EPDM Roof Sheeting and Flashing Composites." Issued March 7, 1989.
- U. S. Patent 5,520,761, "Roofing Seam Installation Process." Issued May 28, 1996.
- U. S. Patent 5,976,292, "Roofing Seam Installation Process and Product for... a Seamed Roof." Issued November 2, 1999.

PUBLICATIONS:

- "Historical Warranty Cost: An Effective Measure of Long-Term Roof System Performance." *Proceedings of the Fourth International Roofing Symposium*, Gaithersburg, MD, September 1997.
- "Thinking About Roofing Quality: An Attitude Survey of Industry Stakeholders." *Proceedings of the 12th International Roofing and Waterproofing Conference*, Orlando Florida, September 2002.
- "Advancing Sustainable Roofing: LEED™ and the Commercial Roofing Industry." *Proceedings of the 20th International Convention of the Roof Consultants Institute*, Miami Beach, Florida, March, 2004.
- "The Economics of Cool Roofing: A Local and Regional Approach." *Proceedings of Cool Roofing: Cutting through the Glare*, Atlanta, Georgia, May, 2005.
- "Equivalent Uniform Annual Cost: A New Approach to Roof Life Cycle Analysis." *RCI Interface*, January, 2007.
- "The Expanding Role of the Roof in a Sustainable World." *Proceedings of the 2007 Energy Efficiency Global Forum*, Washington, DC, November, 2007
- "Life Cycle Assessment and the LEED Green Building Rating System." *Proceedings of the RCI 23rd International Convention*, Phoenix, AZ, March, 2008.
- "Sustainable Buildings: Addressing Long-Term Building Envelope Durability." *Proceedings of the RCI 24th International Convention*, Dallas, TX, March, 2009.
- "New Heat Mitigation and Water Retention Concepts to Expand Green Roofing Demand." *Proceedings of Greening Rooftops for Sustainable Communities*, Atlanta, GA, June, 2009.
- "The Durability Planning Matrix: A Useful Tool for Achieving Sustainable Building Envelopes." *Proceedings of the RCI 25th International Convention*, Orlando, FL, March, 2010.
- "Life Cycle Assessment of Selected Low-Slope Roofing Systems in North America." *Proceedings of Life Cycle Assessment X: Bridging Science, Policy and Public*, Portland, OR, November, 2010
- "A New Environmental Assessment Tool for Roofing Systems." *Proceedings of the 2011 International Roofing Symposium*, Washington, DC, September, 2011.
- "An Outcome-Based, Multi-Variate Approach to Roof Surface Thermal Contribution." *Proceedings of the International Roof Coatings Conference*, Baltimore, MD, July, 2012.
- "Foam Plastics and Fire Retardants: A Practitioner's View of a New Code Change Proposal." *RCI Interface*, April, 2013.
- "Product Disclosure: An Emerging Challenge for the Building Envelope Consultant." *Proceedings of the RCI 30th International Convention*, San Antonio, TX, March, 2015.
- "Reducing Peak Energy Demand: A Hidden Benefit of Cool Roofs." *Architectural Roofing & Waterproofing*, Winter, 2015.
- "Reflective Roofs and Urban Heat islands: Protecting People, the Environment, and the Economy." *Architectural Roofing & Waterproofing*, Fall, 2016.