

Curriculum Vitae:

**Dr. James L. Hoff, DBA**



**CAREER EXPERIENCE:**



**TEGNOS Research, Inc., Tubac, Arizona.** September 2007 to Present. Originally established to provide consulting services to the building envelope industry, TEGNOS also focuses on critical economic and cultural issues within the “Borderlands” area of Southern Arizona and Sonora, Mexico. The primary mission of TEGNOS is “Bridging Boundaries” in order to increase mutual understanding and shared purpose for all residents of this unique bi-national community. (For more information, please visit [www.tegnos.org](http://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](http://www.firestonebpco.com).)

Vice President, Quality, Technology and Product Development (January 2004 to December 2007)

Vice President 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

#### ORGANIZATIONAL AFFILIATIONS:

Border Community Alliance, Tubac, AZ: Member, Board of Directors 2018-  
Cool Roof Rating Council, Oakland, CA: Member, Board of Directors, 2010-2016  
EPDM Roofing Association, Bethesda, MD: Chairman, Board of Directors, 2004-2007  
Polyisocyanurate Insulation Manufacturers Association, Bethesda, MD: Chairman, Board of Directors, 1999-2003.  
Roof Consultants Institute (RCI), Raleigh, NC: Member, RCI Foundation Board of Directors, 2005-2017  
*Roofing Contractor Magazine*, Monthly Columnist, Sustainable Roofing, 2012-2017

#### 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  
Vector Solutions, Tampa, FL

**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 12<sup>th</sup> International Roofing and Waterproofing Conference*, Orlando Florida, September 2002.

"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 23<sup>rd</sup> International Convention*, Phoenix, AZ, March 2008.

"Sustainable Buildings: Addressing Long-Term Building Envelope Durability." *Proceedings of the RCI 24<sup>th</sup> 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 25<sup>th</sup> 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.

"Product Disclosure: An Emerging Challenge for the Building Envelope Consultant." *Proceedings of the RCI 30<sup>th</sup> 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.

"Roofing's Nine Roles in Resilience." *Buildings*, February 2017.