Lithium Ion Batteries, Batteries, and Fuel Cells

Case Study:

Includes:
Opportunity Marketing Piece
Skills Survey
Candidate Scorecard

Contact:
Jeff Bennett
VP of Client Services
850.983.4871
bennett@ropella.com
Many companies claim that people are their greatest asset. At Dow Kokam people are not the greatest asset – they are the company. When you join Dow Kokam, you join a community of people dedicated to working together and passionate about providing solutions for the world’s energy challenges.

Engaging the brightest minds in the industry to build partnerships with our customers, suppliers, and communities.

Creating a dynamic and successful future for Dow Kokam and building a new, cutting-edge industry.

Delivering the best energy storage solutions and, ultimately, business solutions for customers.
Dow Kokam

Driving the Future of Innovation
Dow Kokam was established in 2009 to develop and manufacture technologically advanced and economically viable battery solutions for transportation, defense, stationary storage, and industrial applications. The company is owned by The Dow Chemical Company, TK Advanced Battery LLC, Townsend Ventures, LLC, and Groupe Industriel Marcel Dassault (Dassault).

Dow Kokam is the first battery and energy management systems manufacturer to combine the viable, scalable, large-format, battery technology with the market franchise, manufacturing expertise, and market knowledge necessary to be the clear partner of choice across industries.

The Dow Chemical Company
The Dow Chemical Company is a diversified chemical company that delivers a broad range of products and services to customers globally. Dow’s process engineering and materials science expertise enable quick and efficient scale-up of Dow Kokam’s battery technology. In addition, Dow provides battery materials and high-throughput research capabilities that will continue to reduce costs and improve cell performance.

TK Advanced Battery, LLC
TK Advanced Battery, LLC is a sustainability energy-focused division of Townsend Capital, LLC, a privately held investment firm.

Groupe Industriel Marcel Dassault
Groupe Industriel Marcel Dassault (Dassault) is the holding company of the Dassault Group. Dassault develops competencies in diversified sectors such as aeronautics, 3D software, electronic system integration, media and real estate. In 2002, they created Société de Véhicules Electriques (SVE), which designed, developed and marketed high-performance lithium-ion battery and energy management systems for electric vehicles under the CLEANOVA™ brand. SVE is now Dow Kokam France, a French subsidiary of Dow Kokam.
Accelerated Growth

In two years, Dow Kokam has grown from an idea, a passion, and three unique and independent entities into a commercially successful leader in the energy storage industry. Dow Kokam’s people, committed and innovative, propel the company’s accelerated growth.

September 2009
Official formation of Dow Kokam LLC

May 2010
Construction began on Phase I of the Midland Battery Park manufacturing facility, initiating the creation of approximately 300 new jobs.

December 2010
Commercial scale battery pack production began at the Le Bouchet 2 manufacturing facility in France.

June 2011
Hiring began for Midland Battery Park manufacturing facility Phase I.

October 2011
Opening of Dow Kokam’s state-of-the-art Research and Development lab in Lee’s Summit, MO

Mid 2012
Commercial production to begin at the Midland Battery Park manufacturing facility.

Construction to begin on Phase II of the Midland Battery Park manufacturing facility, initiating the creation of approximately 300 additional jobs.

Strength in a Global Footprint

Unique in its existence as a global startup, Dow Kokam draws strength from its global footprint. With manufacturing in Michigan, Missouri, and France, as well as employees in North America, Europe and soon, Asia, Dow Kokam understands the global marketplace and delivers meaningful solutions to customers around the world.
Technology and Applications

Advanced Energy Storage Technology
The manufacturing processes and level of automation used to produce Dow Kokam technology are among the best available in the world. Unique product design and patented production processes enable Dow Kokam to quickly and cost efficiently scale production to mass quantities, while delivering the most consistent, reliable, and highest quality batteries. With decades of experience stemming from strong corporate lineage and a deep understanding of the entire battery system, from cells to packs to integration, Dow Kokam is an ideal partner for customers across several key industries.

Cells
Dow Kokam customers benefit from its proven, prismatic, NMC cell technology that delivers the best balance of energy, power, lifetime, safety, and cost.

- Excellent energy density (143mAh/g)
- Excellent power-to-energy balance
- High cycle life (2,000 cycles at 80% discharge)
- Longer battery life
- Faster charge and discharge capability
- Improved safety through low impedance and heat generation

Packs
Dow Kokam’s modular, high-energy lithium-ion battery packs are optimally designed for safety and reliability. Designed to be light and compact, with highly-efficient thermal conditioning, they operate with peak performance in wide-ranging environmental conditions and have an expected lifespan of 10 years. Modular architecture allows for easy integration into a variety of applications, including vehicles ranging from A-segment subcompact cars to Class 8 heavy trucks.
Solutions for Demanding Applications & Diverse Industries

Dow Kokam understands that energy and battery needs within each industry are as vast and varied as the equipment it provides. Which is why it is so important to engage customers and understand their unique applications. This allows Dow Kokam to create customized solutions around each customer’s specific needs, delivering not just power, but a powerful technology to help advance business.

Dow Kokam’s technology is the primary power source for equipment in industries ranging from automotive to marine, defense, stationary storage, and high-end industrial products.
Corporate Culture

Core Values:
- Honesty and integrity in what is said and done
- Leading by example, both internally and externally
- Exhibiting agility, flexibility, and responsiveness
- Personal ownership and accountability for the success and reputation of the company
- Candid and transparent communication
- Respecting others and embracing differences

What are Employees Saying?
“The positive culture of the people I work with at Dow Kokam make my job enjoyable, and I look forward to coming to work every day. The culture of the Great Lakes Bay region is also really important to my wife and I. It’s very family-oriented, with an excellent educational system and an abundance of fun outdoor activities.”
- Ty Papiernik, Team Leader, Electrode Fabrication

“I have been in the battery industry for more than fifteen years. Dow Kokam is well on its way to becoming the biggest and best battery manufacturer in the world. For me the decision to relocate for a position with Dow Kokam was easy; for my family it was a bit harder. Let me clarify that I moved to Lee’s Summit, MO from sunny San Diego, CA! I am asked every day, “why”? My answer is simple, to work for the biggest and best battery company in the world. I am proud to be part of Dow Kokam and I am amazed at the progress being made here. As for my family, I think were surprised to find that they enjoy it here even more than I do. The cost of living is remarkably lower and our quality of life is actually remarkably higher.”
- Steve Salamon, Process Specialist, R&D
Earl Bloom, Global Sales Director

“Thanks to the innovative products being developed by leading battery companies such as Dow Kokam in partnership with OEMs and converters around the world, consumers will have the unique opportunity to choose from a variety of electrified vehicle in the coming years. Our goal is to help facilitate this transition by offering solutions that provide for extended range, embedded safety and a driving experience that is spirited in nature. Coupled with our efforts to reduce costs and contribute to a cleaner environment, I believe that we are following a path that is sure to lead to success for all players involved.” – Earl Bloom

Earl Bloom is Dow Kokam’s Global Sales Director, with a primary focus on growth within the transportation sector. Earl is responsible for Dow Kokam’s sales activities in North America and Europe, supported by a team of sales leaders in key markets around the world. His ability to converse in French and basic Japanese has enabled him to work closely with people of varying cultures and business practices.

Bloom previously served as Vice President of Sales for Sanden Corporation, a global Tier 1 supplier focusing on HVAC componentry. During his 5 years with Sanden, he led the team responsible for introducing Electric Compressors to the automotive industry and was a leading contributor on the global team responsible for the company’s expansion into Latin America. He brings over 20 years of experience from various engineering, sales, marketing and business management roles with major international companies including Valeo, Alps and Yazaki.

Bloom holds a bachelor’s degree in Mechanical Engineering from the University of Massachusetts, as well as an MBA in Corporate Strategies and International Business from the University of Michigan at Ann Arbor.
Sales Manager, Transportation

Summary

Under the supervision of the Global Sales Director, the Sales Manager is responsible to develop a sales plan and an implementation strategy to deliver on the marketing plans/strategy for the Transportation markets in N. America. The incumbent will be the primary focal point for all sales and sales related activities to Dow Kokam’s key transportation accounts and will be responsible for developing relationships with the key decision makers at the primary OEM’s within both the light duty and commercial vehicle segments.

Responsibilities:

Sales & Market Strategy:
- With the sales and marketing team, define and implement sales and marketing plans in the USA.
- Develop executive level relationships at strategic customers.
- Develop and implement account strategies and action plans to drive sales and achieve customer satisfaction objectives.
- Responsible to ensure that all the complexity of the different customer needs is met, and that the differing marketing offers by customer are specifically tailored to those needs.
- Develop a dynamic market/account competitive intelligence on customers’ next best alternative.

Sales Plan:
- Provide forecasting input on product demand and customer feedback during the year.
- Accountable for coordinating forecasting inputs and delivery of sales plan to the business for the assigned territories, markets, customers and sales plan.

Sales Offering Product Offering Definition:
- Act as focal point for customer input to provide definition on key product offering elements to include cell and pack performance needs, warranty, key contract elements, etc.
- Position and sell existing product offering to ensure optimal returns for the business, timing of execution and resources required for execution.
Interactive communication on market opportunities, research needs, industry issues, competitive information to drive market plan and business development via customer input.

**Implement Commercial Excellence Plans:**
- Implement strategy, priorities, goals and alignment for commercial excellence to include customer satisfaction targets and metrics, sales and operational planning, customer mix optimization, credit terms, lead-time standards, transactional sales standards, for U.S. customers.
- Work across functions to ensure delivery against these goals to ensure customer service standards are met.

**Internal/External Customers Interface:**
- The position holder will be Dow Kokam’s first contact person for the top level decision makers at the customer side and for all departments along the value chain. He is also responsible to channel the information back to the respective department at Dow Kokam to react to the market trends and developments.

**Position Requirements:**
- At minimum, Bachelor’s degree in Business or Engineering
- 12+ years’ experience in the automotive industry with OEM and/or Tier 1’s
- 7+ years of sales/marketing experience is desirable
- Electrification or battery experience in this segment is highly desired
- “Hands-on mentality” and a strong sales “car guy” background in the automotive industry is preferred.
- Although a technical background is not a must, a strong technical affinity and passion for technology is necessary to understand the needs of the customers, the creation and presentation of Dow Kokam’s value proposition and the offerings of key competitors.
- Demonstrated excellence in oral and written communication
- Excellent interpersonal and negotiation skills
- Self-driven can-do attitude, with the ability to drive success
- Excellent organizational skills and attention to detail
Key Competencies

- Understands how organizations work and ably maneuvers and executes within the organizational structure and networks.

- Builds rapport with all stakeholders inside and/or outside the organization. Maintains focus and composure when working with customers or senior management.

- Exhibits commitment to goals and consistently delivers results; is undaunted by obstacles

- Perseveres in the face of multiple challenges to achieve goals.

- Envisions and advocates positive change; ably influences others to embrace change.

- Makes decisions based on business acumen and intuition; can reconcile ambiguities and take action without the total picture in view.

- Demonstrates commitment to continuous learning and self-improvement.
Additional Opportunities at Dow Kokam:

- Engineering & Technology Fellow - Midland, MI
- Applications & Engineering Program Leader - Midland, MI
- Lead Systems Engineer - Midland, MI
- Senior Electrical Engineer - Midland, MI
- Validation Engineer, Battery - Midland, MI
- Testing Engineer - Lee’s Summit, MO
- Cell Development Engineer - Lee’s Summit, MO
- Business Development Manager - Midland, MI or Lee’s Summit, MO
- Lead Systems Engineer, Grid Storage - Lee’s Summit, MO
- Lead Systems Engineer, Industrial Motive & UPS - Midland, MI
- Power Electronics Design Engineer - Midland, MI
- Validation Engineer - Lee’s Summit, MO
- Sales Manager, Industrial - Home-Based Office

If you have open positions in your organization, give us a call and put our people and our process to work for you.

For more information contact:
Jeff Bennett
Vice President, Client Services
Ropella
850.983.4871
Bennett@ropella.com
Skills Survey for: Req# 016 - Sales Manager, Transportation

Name: 

Date: dd/mm/yy

1. Outline University Degree(s) with date(s):
   (Please provide the Name, the Location and the Phone # of each Institution & YOUR BIRTHDATE – so we can conduct degree confirmation check.)
   Note: This date is required by colleges/universities in degree confirmation checks and will only be used for that purpose. Your birth date will not be supplied to the client.

2. Describe your sales/marketing experience working in the electrification or battery segment.

3. Describe your level of technical knowledge of battery manufacturing in the transportation industry.

4. Outline your experience within the automotive industry with OEM and/or Tier 1 battery companies.

5. Describe your level of experience with contact database (CRM) systems. Outline the systems you’ve used previously and which ones you prefer.

6. Outline your experience coordinating forecasting inputs and delivery of sales plans to the business for assigned territories, markets, and customers.

7. In less than 5 sentences, describe your approach to building a customer base and closing sales.
8. What is your comfort level with travel?

Do you have a maximum % level of travel or # of days away from home you could sustain?

9. As this is a home-based position, are you able to conduct business from your present location?

10. Are you a US Citizen? If no, what is your Visa status and provide the type of Visa that you are currently working under and any restrictions/issues our client will have to deal with.

11. Tell us about any non-compete and/or employer restrictions that you may have. Please provide these documents for our review.

12. If asked one of the following questions during an interview, how would you answer? Why are you considering this opportunity? (or) What's motivated you to consider a job change at this time?

References
Please provide at least three references. The first priority is past bosses, then employees, and then peers.

Example: Bob Smith, currently – VP of Sales at ABC Power 412-123-4567, Email: bob.smith@abcpower.com.
Was VP of Sales, my direct boss, while I was Sales Manager at ABC Power.

We will NOT contact any references until after completing the interview process and not without notifying you first.

1)

2)

3)
Our Candidate Scorecard is a form you complete on every candidate you have now screened as a potential fit. If you can tell that some of the candidate’s are probably C level in a superficial overview in comparison to others you set those aside now and grade the rest. The Scorecard will help you objectively weigh all the Must Haves and even the preferences in such a way that at the end of using the Scorecard process you can be pretty sure who the A plus candidates are, who the A candidates are, and who the B candidates are. Then we focus on scheduling for the A’s.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>A/B/C</th>
<th>Comment</th>
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<tbody>
<tr>
<td>1. Education</td>
<td></td>
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<tr>
<td>A = BS in Elec E</td>
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<tr>
<td>B = BS in Business</td>
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<tr>
<td>C = BS in something other than above</td>
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<tr>
<td>2. Exp working in the electrification or battery segment.</td>
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<td></td>
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<tr>
<td>A = Yes</td>
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<tr>
<td>B = Somewhat</td>
<td></td>
<td></td>
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<tr>
<td>C = No</td>
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<td>3. Technical knowledge of battery manufacturing in the trans industry.</td>
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<td>A = Yes</td>
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<td>B = Somewhat</td>
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<td>C = No</td>
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<tr>
<td>4. Exp within the automotive ind with OEM and/or Tier 1 battery companies</td>
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<td>A = Yes, 5 or more people</td>
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<td>B = Somewhat, 3-5 people</td>
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<td></td>
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<td>C = None or very little</td>
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<td>5. Exp with contact database (CRM) systems.</td>
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<td>A = Yes</td>
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Our Candidate Scorecard is a form you complete on every candidate you have now screened as a potential fit. If you can tell that some of the candidate’s are probably C level in a superficial overview in comparison to others you set those aside now and grade the rest. The Scorecard will help you objectively weigh all the Must Haves and even the preferences in such a way that at the end of using the Scorecard process you can be pretty sure who the A plus candidates are, who the A candidates are, and who the B candidates are. Then we focus on scheduling for the A’s.

<table>
<thead>
<tr>
<th>7. Exp with building a customer base and closing sales</th>
<th>A = Yes</th>
<th>B = Somewhat</th>
<th>C = No</th>
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<tr>
<th>8. Comfortable with traveling</th>
<th>A = Yes</th>
<th>B = Somewhat</th>
<th>C = No</th>
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<tr>
<th>9. Compensation: 110K to 125K with bonus 15%</th>
<th>A = 100K to 120K</th>
<th>B = 90K to 95K or 125K to 135K</th>
<th>C = below 90K or over 135K</th>
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<tr>
<th>10. Job Changes/Stability</th>
<th>Total Number of Job changes:</th>
<th>Total number of yrs working:</th>
<th>Average number of yrs at each job:</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>A=Avg. yrs = 5-10</td>
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<td></td>
<td></td>
<td></td>
<td>B=Avg. yrs = 3-5</td>
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<td></td>
<td></td>
<td></td>
<td>C=Avg. yrs &gt;3</td>
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<tr>
<th>Grading Point System:</th>
<th>Total Points</th>
<th>Divided by ___ grades =</th>
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<tbody>
<tr>
<td>A’s = 4</td>
<td></td>
<td>Avg. Grade</td>
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<tr>
<td>B’s = 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C’s = 2</td>
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<tr>
<td>Bonus Points = 1</td>
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Now add up the numerical value of each grade and then divide by the total number of grades.