



Aaron solar energy for businesses

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Jeremy was brought into the home improvement contractor business by his father, Dieter Folk, just as Dieter was brought into the field by his father. It's safe to say roofing and solar are in Jeremy's blood. He's now been at it for 15 years. His roles at Citadel include overseeing estimating and contracting for the roofing business, supporting field operations for roofing, managing the company's IT infrastructure and employing technology to improve business processes, and generally helping the company run as efficiently as possible.

Aaron oversees Citadel's entire solar business, which encompasses the residential, commercial and homebuilder markets. In 2003, Aaron helped pioneer the entry of solar into the homebuilder marketplace and the integration of solar into the roofing industry. His 14 years of experience in roofing and 17 years of experience in solar include the positions of National Sales Director for Dow Chemical Company's solar division, founder and CEO of solar equipment distributor Solar Roof Dynamics, and executive roles at three solar contracting companies.

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