



## Sunnova

### Sunnova | Executive Positioning as Go-to Expert for Renewable Energy

#### **CHALLENGE**

Standard Renewable Energy/Sunnova, a small company in the big marketplace of renewable energy power generation, came to Pierpont for conversation-changing, market-leading messaging for its innovative business model.

#### **OBJECTIVE**

Pierpont created the messaging, thought leadership campaign, and media access program to strategically place and prepare CEO John Berger for local, regional, and national media.

#### **SOLUTION**

Sunnova is a smaller company with limited resources for this initiative, so Pierpont worked strategically to benchmark key business objectives, targeted media, and specific opportunity timing objectives. Pierpont placed Berger in the New York Times, The Wall Street Journal, and ultimately the White House in consultation meetings with President Obama and Vice President Biden.

#### **RESULTS**

The campaign generated wide local, regional and national coverage and energized the national conversation around renewable energy use.