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Executive Profile: Robert Reynolds

by [Bill Orben](#) Associate Managing Editor



The future looks bright for Robert Reynolds.

The 46-year-old president of Solis Energy introduced the Power HotSpot — an off-grid power system that's powered by batteries charged by solar panels — on Nov. 23. It's a product he believes holds great potential for his company, which he formed in 2005.

The system has recreational and practical uses, Reynolds believes, with a key market being emerging countries.

Power HotSpot, which costs from \$375 to \$900, also can power surveillance cameras, public WiFi systems and radio communications. The system has possible military applications, enabling an army to recharge its radios and phones.

Reynolds, who spent 15 years in technology companies, EPIK Communications, got interested in solar power because he wanted to run his home office on solar power.

Personal

Birthplace: Chula Vista, Calif.

Education: Bachelor's in economics, University of Florida.

Family: Wife, Eve; son, Cody, 17; and daughter, Shannon, 14.

First job: Paper route for El Mundo in Puerto Rico.

Little-known fact: Ran the Jumbotron at the Orlando Arena.

Favorite distraction: Riding my motorcycle.

Business Philosophy

Basic philosophy: Provide a consistent high-quality product; maintain and build business contacts and alliances; find a hole in the market and fulfill the need.

Greatest challenge: Presenting new concepts and ways of solving problems to people entrenched in their ways.

Proudest business moment: Our first repeat customer purchase, a positive measure of customer satisfaction.

Mentor: My father Charles Reynolds, who formed his own company after my sister and I graduated from college.

My dream: To work from a sailboat.

Et Cetera

Most important lesson learned: Don't assume people know what they say they know.

Advice for success: Focus on your core strengths and don't believe you know it all.

Best business decision: Starting the company.