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Friday, January 22, 2010

## Executive Profile: Robert Reynolds

Orlando Business Journal - by [Bill Urban](#) Associate Managing Editor

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Robert Reynolds, president, [Solis Energy](#)

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.



Robert Reynolds

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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.

The company had about \$270,000 in sales 2008, which grew to almost \$1 million last year and are expected to reach \$5 million in 2010.

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.

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