

## Wind Industry Talent Search: Locating the Top Hires

*Expanding energy markets present management shortages and other hiring challenges*

<http://www.glwn.org/12.0420Talent.htm>



Bernard Vanderlande, Managing Director of Tula International, knows the emerging energy market and sees a very bright future. He has a long track record of finding exceptional leaders for a variety of renewable energy and emerging technologies companies, and just recently aligned his company with IRC Global Executive Search Partners, a market leader in the global executive search industry with an international presence that spans Europe, the Americas,

Africa, Asia and Australia.

"It is a huge market -- there is so much long term potential in the business," Vanderlande says. But he also points out that success in the market is not as driven by physical facilities (such as wind farms and solar arrays) as it is by talented, forward-thinking industry leaders.

"The wind industry's success will depend on people who know the business, who understand and can sell the wind industry," he stresses. "Right now the market for recruitment specialists in the wind industry is very high. Companies are looking for people who know people with expertise in the industry."

That's where Vanderlande steps in. Founded in 2010, Atlanta-based Tula International (a GLWN network company), specializes in finding executive level to middle management job candidates for multinational renewable energy companies serving the wind energy, solar, biomass and biofuels, energy efficiency and energy storage, geothermal energy, hydro and 'clean tech' industry sectors.

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At any given time, he is either searching for or referring supply chain talent, logistics experts, business development executives, transmission managers, implementation project managers, utility experts and professionals with other capabilities, such as wind turbine design and manufacturing.

"So much money is being invested into identifying opportunities for alternative energy because, simply put, its smart technology," Vanderlande says. "Venture capital firms are putting millions into the industry. A number of states are seeing the benefits. Look at Hawaii, for example. That state imports all of its fuel. Alternative energy is the most sound solution in cases like that."

The surge toward alternative energy is placing a huge demand on locating qualified talent, especially on the supply chain end, according to Vanderlande. "We're seeing a large number of opportunities in various wind turbine parts, such as blade manufacturing, molding, generators, foundation, even transportation and maintenance. We just filled general manager positions for a German company manufacturing nacelles in Arkansas, a high-tech parts supplier in Tennessee, and a transformer supplier in Denver. From our standpoint, there's still a lot of business in the supply chain."

While Vanderlande is not blind to the recent rash of stalled domestic projects and oversupply of components, he sees enormous long-term growth for the wind industry, and with it, an even larger demand for qualified industry professionals.

"There's a lot more going on than what we're really seeing," he comments. "New technologies, new markets. Venture firms are putting money into more start-ups, and those companies are building leadership and production teams made up of highly qualified people. We need people who know the wind business. Who understand the wind business. Who can sell the wind industry."

Other countries certainly see the potential in the U.S. wind industry, according to Vanderlande. That's why the presence of foreign-owned development companies is on the rise. "But those outside manufacturers need to find qualified people who understand the American marketplace," he says.

Vanderlande also points out that it takes about five years for an individual who's new to the industry to gain the experience, expertise and knowledge to impact an organization.

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