ETM
Department of Engineering and Technology Management

Technology Management Seminar Series
Graduate Seminars – Spring 2010

Guest Speaker:
Chad Tady
Sales Manager, Suzlon Wind Energy Corporation

Background:
B.S. in Marketing, Illinois State University

About Suzlon:
Suzlon Wind Energy Corporation focuses on the North American market and is a subsidiary of Suzlon Energy Limited of Pune, India, the third largest global wind turbine supplier.** The headquarters for North America is based in Chicago, Illinois, with sales and service offices located across the U.S. Suzlon Wind Energy Corporation, when combined with REpower,* is ranked fourth in U.S. market share for 2009, according to the American Wind Energy Association (AWEA). Together, our sites include more than 700 turbines installed in the U.S. and totaling 1,450 megawatts (MW) of capacity across 20 states. Suzlon also manufactures wind turbine blades for its S88-2.1 MW machine in Pipestone, Minnesota.

Notes:
* Suzlon owns over 90 per cent of REpower Systems AG, based in Hamburg, Germany.
** Suzlon and REpower, if taken together, stand as the world’s third leading wind turbine supplier group in terms of market share. Market share of 9.8% is derived from BTM Consult ApS World Market Update 2009, ranking Suzlon with 6.4% of global market share and REpower with 3.4% of global market share.

Renewable Energy Strategy and positioning of Wind Energy from the perspective of Suzlon

Abstract:
Electricity generated from wind turbines is increasingly in demand across the United States and Canada. Government incentives (state and federal), renewable portfolio standards, improved technology, and marketable renewable energy credits are driving the wind power industry, producing favorable economics for utility scale wind projects. Wind power is now comparable in price with the most common energy sources, such as coal and natural gas, resulting in a large percentage increase in the number of wind turbines being erected throughout the country. The US Department of Energy has set a goal of 6% of electricity supply from wind energy by 2020. For this potential to be fully realized, several aspects, related to public acceptance, and technical concerns, related to the expected increase in penetration on the electricity network and the current drive towards larger wind turbines, need to be resolved. The discussion will dive into these challenges as well as provide an overall overview of wind energy and the industry trends.

Day: April 30, 2010
Time: 3:15 pm – 4:20 pm
Room: EB 103
1930 SW 4th Avenue
Portland, OR 97201