



Clifton Stanley Lemon | cl@cliftonlemon.com | 415 254 7056 | cliftonlemon.com

Summary of Qualifications

Clifton has extensive expertise with business development, education, marketing, customer insight research, and project management in the lighting, architecture, engineering, manufacturing, media, and publishing sectors. He has deep knowledge of building science, design strategy, sustainability, MEP, lighting, and LED technology, is well connected to Bay Area, national, and international lighting and design communities, and is passionate about lighting, sustainable building, and behavioral issues in the built environment. He is an active writer and speaker, with extensive experience in curriculum for professional development and education and event production. He was President of the Illuminating Engineering Society, San Francisco Section, 2017-2019, Chair Marketing Committee; and a member Nominating Committee, IES North America.

Work History

Clifton Lemon Associates, Managing Director – 2013 - present

Founded consulting firm providing education, strategy, product development, marketing, and customer experience consulting services to lighting manufacturers and design organizations. Clients include Quark-Star, PG&E, Enlighted, Soraa, Bridgelux, Duracell Lighting, 90+ Lighting, PCLC, EcoSense/Korvus, Filamento, and California Energy Alliance.

LightSpec West, Program Director – 2021-2022

Assembled Advisory Board and developed speaker program with over 40 speakers for the premier West Coast networking, education, and solutions event for specifiers and buyers of commercial and residential lighting and controls.

Strategies in Light, Program Co-Chair – 2020-2021

Assembled Advisory Board and developed speaker program with over 40 speakers for the premier West Coast networking, education, and solutions event for specifiers and buyers of commercial and residential lighting and controls.

California Energy Alliance, Director of Business Development – 2020- 2022

Drove acquisition of 40 new CEA members; managed marketign strategy; developed and executed events, including statewide convenings of building industry professionals, regulatory agencies, and code experts.

LightPlace Advisors, San Francisco, Founder and Director– 2015 - 2020

Founded consulting practice that worked with public agencies and private owners to accelerate the transformation of public space currently underway with new lighting and smart city technology.

Soraa, Marketing Communications Manager –12/2011-1/2014

Managed the marketing communications function for a leading Silicon Valley lighting startup. Responsible for all marketing communications, including PR, events, website, collateral, advertising, social media, sales training, client and government relations. Led marketing communications for Soraa's global launch in February 2012 and positioned Soraa as the early mover in high color rendering LED light sources. Participated in government relations efforts that contributed to Title 24 code changes for 90 CRI requirements.

Integral Group, Oakland, CA, Director of Business Development – 5/2005 - 1/2011

Managed business development and marketing for the leading deep-green mechanical engineering firm in the U.S. specializing in energy-efficient design and energy consulting. Grew sales and size of company average of 20%+ annually, built key relationships with leading green architects, engineers, consultants, owners, and builders, and marketed a range of consulting engineering services.

BrandSequence, Managing Director, 1/2005 - 5/2012

Founded brand research and management firm and developed a proprietary brand research methodology. Designed, conducted, and directed hundreds of customer interviews across the U.S. with internal and external customers for services and products in several industry sectors. Results from brand research and management allowed clients to meet and exceed revenue targets, validate brand strategy, improve positioning and CRM, and optimize marketing communications programs.

Speaking and Teaching

- 2022** September 22 IEQ, Real Estate Asset Value, Health and Productivity, moderator - LightSpec West
September 22 Healthy Buildings and the Future of Work: An Illustrated Conversation with Judith Heerwagen, GSA - LightSpec West
September 21 Permanent Chaos, Wishful Thinking and Real Opportunities: The Lighting Industry Today with Wendy Davis, Guidehouse- LightSpec West
- 2021** August 25 Smart Buildings Panel, Moderator, Strategies in Light
August 25 Opening Keynote: State of the Lighting Industry, with Dr. Robert Steele, Strategies in Light
- 2020** February 11 What to Build & When to Build It - Scenario Workshop, Strategies in Light
- 2019** October 28 PG&E Pacific Energy Center Course: Case Studies in Advanced Lighting Controls
September 25 Lightbulbs, Luminaires, Lifetime: Scenarios for the Future of Lighting, LightShow West
July 11 Light! Design Expo, San Francisco, Seminar: Gere Kavanaugh, A Life in Color
March 14 IES National Webinar – A Machine for Light: The Building as Luminaire
March 1 Strategies in Light, Las Vegas: Lovers of Light
- 2018** October 25 PG&E Pacific Energy Center Course: Behavior as a Tool for Maximizing Energy Efficiency
October 19 PG&E Pacific Energy Center Course: Case Studies in Advanced Lighting Controls
October 18 LightShow West, Las Vegas – The Illuminuity Convergence: Adapt and Thrive in the Lighting Ecosystem
October 17 LightShow West, Las Vegas – California Energy Codes & Standards: Where We Are, Where We're Going, and How We Can Get There
February 13 Strategies in Light, Long Beach, CA – The Building as Luminaire: A Design Workshop
January 30 Photonics West, San Francisco –The Solid-State Lighting Revolution: The Next Stage of Market Development
- 2017** December 12 PG&E Pacific Energy Center Course: Behavior as a Tool for Maximizing Energy Efficiency
November 16 PG&E Pacific Energy Center Course: Case Studies in Advanced Lighting Controls
October 11 LightShow West, Los Angeles– Building with Light: A conversation with Gere Kavanaugh and Claudia Carol, Gensler
March 9 Food Service Technology Center, San Ramon, CA –Light & Food: Designing for Atavistic Proclivities
February 28 The LED Show, Anaheim, CA –Evolution of Luminaires: A Design Charrette
April 25 California Street Lighting Association Conference, San Diego, CA – Net Zero Non Zero: Charrettes for Street Lighting Design
March 2 The LED Show, Santa Clara, CA – Cities That Learn: The Evolution of Lighting and Smart City, Design Charrette Workshop
- 2016** November 12 AIA NEXT, San Francisco, CA – Evolution of the Living Model
October 21 LightShow West, Los Angeles – Cities that Learn: Lighting and the History and Future of the Smart City
- 2015** June 6 IES San Francisco Spring Seminar–Lighting and Smart City
April 15 IES San Francisco Spring Seminar–Lighting and Parks
April 24 California Street Lighting Association, Davis, CA – Envisioning the Future of Smart City
March 3 IES San Francisco Spring Seminar–Lighting and Placemaking

Publishing

Co-author of *Beautiful Light: LED Lighting for Homes and Gardens* (Routledge Taylor and Francis 2021). Authored and edited many articles on lighting, IoT, energy efficiency, sustainable design, and lighting in prominent lighting and building industry journals. Developed several AIA accredited lighting courses.

Education

Bachelor of Arts, Music, Notre Dame de Namur University, Belmont, California
Independent studies in graphic design at California College of Arts in Oakland, California
Continuing Professional Development courses: IES Fundamentals of Lighting; Lighting Design; Energy Services Sales; Commissioning; and Efficient Building Envelopes at Pacific Energy Center, San Francisco