

INVESTOR RELATIONS

# Leadership & Team Overview

Building the Future of Renewable Energy Distribution

**48 3 7 24/7**

TEAM MEMBERS COUNTRIES DEPARTMENTS COVERAGE

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TOTAL EMPLOYEES

3

OFFICE LOCATIONS

7

DEPARTMENTS

90%+

COST EFFICIENCY

*"We're building permanent generational infrastructure, not preparing for exit. Dream big, execute systematically, and create lasting value."*

— Alex Cassilly, CEO & Founder

# Executive Leadership

## Alex Cassilly

Louisville, KY

### Chief Executive Officer & Founder

Cassilly Capital LLC (Parent Holding Company)

Alex Cassilly is the visionary founder and CEO of the PES Global Group ecosystem, leading one of the fastest-growing renewable energy distribution platforms in North America. Under his leadership, the company has established 229 Tier 1 manufacturer partnerships and built a 10 million SKU catalog infrastructure.

As the 100% owner of the holding company structure, Alex has strategically utilized debt-only financing to avoid dilution while scaling operations across three countries. His background in enterprise technology and platform economics drives the company's differentiated approach to the fragmented \$2.8 trillion renewable energy market.

Alex personally oversees all brand design and strategic positioning, working directly with AI-powered tools to maintain brand consistency across the portfolio. His philosophy of "dreaming big" while executing systematically has positioned PES Global Group as a potential acquisition target at 7-10x EBITDA multiples, with a path toward \$1.8-2B enterprise value through the Sonepar-style roll-up strategy.

100% Equity Owner

229 Partnerships

10M SKU Vision

\$1.8-2B Target EV

## Strategic Vision

The PES Global Group strategy centers on three core pillars that differentiate the company from traditional distributors:

- 1. Platform Economics:** Unlike asset-heavy competitors, PES operates on a capital-light model with technology-enabled operations, targeting 7-10x EBITDA multiples versus industry-standard 3-5x.
- 2. International Arbitrage:** Strategic operations in Pakistan and India deliver 90%+ cost savings on operational functions while maintaining enterprise-grade quality through rigorous hiring standards.
- 3. Acquisition Infrastructure:** Purpose-built systems including Azure AD B2B architecture, standardized onboarding workflows, and integrated financial controls enable rapid integration of acquisition targets.

# Senior Leadership Team

## Tanya Hahn

United States

### Senior Managing Partner & Business Development Manager

Portlandia Electric Solar Supply

Tanya Hahn serves as Senior Managing Partner with strategic equity positions across multiple entities within the PES Global Group ecosystem. As the primary relationship owner for manufacturer partnerships, she has been instrumental in building the company's 229 Tier 1 supplier network.

Her portfolio of responsibilities spans acquisition pipeline development, strategic partnership cultivation, and business development across all operating entities. Tanya holds equity stakes in PES Supply (8.5%), Portlandia Electric (5-7%), and Falcon Fi (6-8%), aligning her interests with long-term company success.

Currently leading Portlandia operations, Tanya is positioned to transition leadership of Big Sky Dynamics as that structure builds out, bringing her expertise in partnership development to the services arm of the organization.

8.5% PES Supply

229 Partnerships

Acquisition Pipeline

Multi-Entity Role

## Casey Skeens

United States

### Sr. Key Account Manager - Distributed Electrical and Solar

Portlandia Electric Solar Supply

Casey Skeens leads key account management for the company's most valuable enterprise relationships, combining deep industry knowledge with creative marketing capabilities. His dual role encompasses high-value customer relationships and communications strategy development.

As Communications Specialist and Creative Marketing Development lead, Casey drives brand messaging and customer engagement initiatives across the Portlandia portfolio. His focus on enterprise customer relationships positions him at the forefront of revenue generation.

Enterprise Accounts

Communications Lead

Creative Marketing

# Financial & Legal Advisory

## Abdul Baseer

Pakistan

### Fractional Chief Financial Officer

*Cross-Entity Role (Cassilly Capital)*

Abdul Baseer serves as Fractional CFO across all entities under the Cassilly Capital umbrella, providing strategic financial architecture and operational oversight. His cross-entity perspective enables unified financial controls and reporting across the distributed organization.

Key responsibilities include the STR Capital to Cassilly Capital transition, 3-year financial model development, and data room organization for investors and auditors. Abdul leads monthly close process establishment, chart of accounts documentation, and coordinates with legal counsel on intercompany agreements.

His controller hiring strategy and QuickBooks Enterprise implementation have established scalable financial infrastructure capable of supporting the company's aggressive growth trajectory and acquisition strategy.

Cross-Entity CFO

3-Year Model

Data Room Lead

Controller Strategy

## Baseer Haqqie

Pakistan

### Corporate Counsel

*Cross-Entity Role (Cassilly Capital)*

Baseer Haqqie provides corporate legal counsel across all entities, handling compliance, contract review, entity formation, and due diligence. His cost-effective approach has enabled the company to structure multiple entities for under \$1,000 while maintaining full legal compliance.

Current priorities include Wyoming holdco restructuring roadmap, DBA filings, BOI/CTA compliance tracking for 5 entities with December 2025 deadlines, partnership agreements, and operating agreement maintenance. He leads due diligence data room preparation for acquisition targets.

Entity Structuring

Compliance Lead

Due Diligence

Contract Review

# US Operations Team

## US Louisville, Kentucky - Corporate Headquarters

Primary hub for executive leadership, enterprise sales, and strategic operations. US-based team members drive high-value customer relationships and market development across North America.

### Rida Soomro

[Executive Administrator, Office of CEO](#)

Direct executive support to the CEO across all entities. Manages scheduling, communications, team onboarding, and entity administration including Wyoming SOS updates and DBA filing coordination.

### Amit Pathania

[Regional Sales Manager](#)

Leads regional territory management for Portlandia operations with 24-hour EST coverage. Responsibilities span sales, procurement, and logistics coordination across distribution channels.

### Byzid Bostami

[IT Administrator](#)

Systems administrator managing Azure infrastructure, M365 E5 administration, and Odoo Enterprise across all entities. Leads SharePoint knowledge base and user provisioning.

### US Sales Team

[Enterprise Account Managers](#)

American sales leadership handling enterprise account relationships where language and cultural alignment drive complex, high-value transactions.

## Hiring Philosophy: The "Ashish Standard"

US operations hiring follows rigorous standards established through demonstrated performance benchmarks. The company has evolved from inexperienced intern hiring to market professionals who can execute immediately—converting pricing lists to functional Excel logic in under 2 hours, demonstrating proactive problem-solving, and meeting enterprise-grade quality expectations from day one.

Priority hires include American sales leadership for enterprise accounts: VP of Sales, Regional Managers, and Key Account Executives who can navigate complex B2B relationships requiring cultural and industry expertise.

# International Operations

## [P][K] Islamabad, Pakistan - Operations Center

20-25 team members operating from the Evacuee Trust Complex incubator space in F-5/1. Graduate students and professionals deliver 24/7 EST coverage for catalog processing, executive administration, and operational support.

### **Maryam**

[Regional Operations Officer](#)

Day-to-day Islamabad office management overseeing 20-25 staff. Coordinates MFYinnovatech partnership and manages catalog team operations with Big Sky Dynamics partnership in development.

### **Narasimha Rao ("Nara")**

[Product/SKU Lifecycle Manager](#)

Manages product/SKU lifecycle including brand integration, regional specifications (50Hz/60Hz, voltage standards), and ENF catalog processing. Leads vendor onboarding coordination.

### **Ashish Verma**

[Process Documentation Lead](#)

Sets the "Ashish Standard" performance benchmark. Creates training videos, documentation, and workflow systematization. Proactive problem-solving model for all new hires.

### **Faheem UL Hassan**

[Operations Support Coordinator](#)

Training video production and team coordination. Supports catalog interns with questions, domain access resolution, and team engagement initiatives.

## [B][D] Bangladesh - Project Management

Microsoft infrastructure and project management expertise. SM Rubayat Islam leads Azure architecture, RDS deployment, and cross-office coordination.

### **SM Rubayat Islam**

[Project Manager - Microsoft Services](#)

Leads Microsoft infrastructure deployment including Azure architecture, RDS 2025 rollout, and SharePoint population. Activates dormant Microsoft Partner status using certifications.

### **Gaurav Singh**

[Sourcing Manager](#)

India-based vendor relationship management overseeing 229 Tier 1 manufacturer relationships. Coordinates procurement and trains catalog team on vendor documentation standards.

# Technology & Infrastructure

## Microsoft Partner Ecosystem

PES Global Group leverages enterprise-grade Microsoft infrastructure through STR Capital LLC's Microsoft Partner status. This relationship provides access to Azure cloud services, M365 E5 licensing, and Power Platform capabilities at significant cost advantages.

### Azure Infrastructure

#### Cloud Platform

Scalable cloud infrastructure supporting 10M SKU catalog, multi-entity operations, and acquisition integration through Azure AD B2B architecture.

### M365 E5

#### Collaboration Suite

25-seat enterprise license managed through Big Sky Dynamics. SharePoint knowledge base, Teams communication, and Power Platform automation.

### Odoo 19 Enterprise

#### Business Operations

Unified ERP across all entities for HR, CRM, sales, inventory, and financial management. Cross-entity visibility with role-based access controls.

### RDS 2025

#### Workflow Capture

Remote Desktop Services deployment for standardized workflow documentation and training video production across all locations.

## Key Technology Initiatives

### SharePoint Knowledge Base

28-folder, 5-tier documentation structure serving as the single source of truth across all entities. Designed for acquisition integration with standardized folder hierarchies and access controls.

### Akeneo PIM Integration

Product Information Management platform scaled through Azure infrastructure to support the 10 million SKU catalog vision. Enables multi-channel product data syndication and manufacturer data integration.

### Power Platform Automation

Power Automate workflows connecting M365 and Odoo for automated data synchronization, approval workflows, and operational efficiency gains across the distributed organization.

### Acquisition Integration Architecture

Purpose-built Azure AD B2B configuration enabling rapid onboarding of acquisition targets. Standardized user provisioning, access controls, and data migration workflows reduce integration timelines from months to weeks.

# Organizational Structure

## Seven Departments

The organization operates across seven functional departments, each with clear ownership and cross-entity responsibilities:

### Sales Operations

Core Revenue

Enterprise sales, key account management, territory development, and customer relationship management. US-based leadership for complex B2B transactions.

### Catalog & Product Management

10M SKU Target

Product catalog development, SKU lifecycle management, vendor onboarding, and ENF catalog processing. Largest department by headcount.

### IT & Systems

Infrastructure

Azure administration, M365 management, Odoo Enterprise, SharePoint knowledge base, and user provisioning across all entities.

### Finance & Accounting

Cross-Entity

Financial architecture, monthly close, chart of accounts, investor relations, and data room organization. Fractional CFO model.

### Legal & Compliance

Multi-Entity

Entity structuring, contract review, BOI/CTA compliance, partnership agreements, and due diligence preparation.

### Operations & Logistics

Fulfillment

Order fulfillment, freight brokerage coordination, carrier management, and delivery operations through Portlandia Logistics.

### Marketing & SEO

Growth

Brand development, creative marketing, SEO campaigns, and customer acquisition. Specialized teams achieving 75% email open rates.

# Culture & Philosophy

*"We're building permanent generational infrastructure. Every system, every process, every relationship is designed to compound value over decades, not quarters."*

— Alex Cassilly, CEO & Founder

## Core Values

### Excellence Through Standards

The "Ashish Standard" represents our commitment to hiring and developing market professionals who execute at enterprise-grade quality from day one. We've evolved from training-intensive approaches to performance-proven talent acquisition.

### Global Perspective, Local Excellence

Our international operations deliver 90%+ cost efficiency without compromising quality. Graduate students and professionals in Pakistan and India meet the same standards as US-based team members, with cultural and language-specific roles allocated appropriately.

### Ownership Mentality

Strategic equity positions align key team members with long-term company success. From the CEO's 100% holding company ownership to partner stakes in operating entities, our structure rewards those who build lasting value.

### Technology-Enabled Operations

Every workflow, every process, every customer interaction benefits from purpose-built technology infrastructure. Our Microsoft Partner ecosystem and Odoo Enterprise platform enable scale without proportional headcount growth.

### Growth Philosophy

PES Global Group pursues a Sonepar-style roll-up strategy, acquiring and integrating complementary distributors while maintaining platform economics that command premium valuations. Our target of \$1.8-2B enterprise value reflects disciplined execution of this vision.

The company maintains debt-only financing to preserve founder control while accessing growth capital. This structure enables long-term strategic decisions without quarterly pressure, building generational infrastructure rather than optimizing for exit.

### 24/7 Global Coverage

With operations spanning Louisville (US), Islamabad (Pakistan), and regional presence in India and Bangladesh, PES Global Group maintains continuous operational coverage. EST-aligned international teams ensure customer responsiveness across all time zones.