

# Cleantech Stock News - Solar Integrated Roofing (OTC: \$SIRC) Appoints Renowned Business Leader Donald Pierce to Board

*Solar Integrated Roofing Corp. (OTC: SIRC) has appointed Donald Pierce, a seasoned executive and management consultant, to the Board of Directors.*



EL CAJON, CALIFORNIA, UNITED STATES, April 14, 2021 /EINPresswire.com/ -- Solar/EV stock news from Investorideas.com Newswire and RenewableEnergyStocks.com

- Solar Integrated Roofing Corp. (OTC: SIRC), an integrated, single-source solar power and roofing systems installation company, has appointed Donald Pierce, a seasoned executive and management consultant, to the Board of Directors.

Mr. Pierce is an accomplished executive and management consultant with over 50 years of diversified business, executive and capital markets experience, with both public and private companies across various sectors. Since 2012 he has led DLP Consulting, a management consulting practice focused on helping senior executives at small public companies with multi-location businesses on strategy setting, brand building and performance management. His prior executive management experience includes President and CEO of Triarc Restaurant Group (owner of Arby's Inc.), President of Kentucky Fried Chicken International, and President and COO of Denny's Inc.

During his tenure at each company, Mr. Pierce developed and executed aggressive visions for the brands by defining and achieving record growth. He has led multiple companies through regional and international acquisitions, IPO's and financing efforts. Mr. Pierce currently sits on the board of multiple privately held companies. He holds a B.S. in Finance from California State University – Northridge and an MBA from the University of Southern California.

"We are privileged to welcome Donald to the Board, bringing invaluable experience and insights in management, brand building and growth strategy to our rapidly expanding firm," said David Massey, Chief Executive Officer of Solar Integrated Roofing. "Donald joins us at an opportune time with his firsthand knowledge of conducting successful acquisitions and expansion plans, as we are rapidly transitioning into a national brand with various portfolio companies across the country."

“A major focus of our transition will be on making highly accretive acquisitions of existing solar, roofing and complementary brands that provide strategic value and consumer benefits, with our company serving as a cohesive, nationwide platform company for roofing and solar installers. Donald will help us expand the breadth and depth of our reach as a Company, positioning us to continue to create sustainable, long-term value for our shareholders,” concluded Massey.

About Solar Integrated Roofing Corp.

Solar Integrated Roofing Corp. (OTC:SIRC), is an integrated, single-source solar power and roofing systems installation platform company specializing in commercial and residential properties throughout the United States. The Company's broad array of solutions include sales and installation of solar energy systems, battery backup and electric vehicle (EV) charging stations to roofing, HVAC and related electrical contracting work. For more information, please visit the Company's website at [www.solarintegratedroofing.com](http://www.solarintegratedroofing.com).

Forward-Looking Statements

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