

Rocco Luongo has spent his life listening to people from different countries and industries expressing their likes, wants, and needs. His consulting firm, Power Focus Engineering, P.S. serves both large and small cap companies around the world achieve success with renewable energy deployments and hi-tech product development. By fusing these core competencies into Power Focus' proprietary [Four-Cornerstones™](#) process we provide cutting-edge due diligence for the finance sector. Con Agra Foods, Vista Engineering, Heidelberger Druckmaschinen AG, Infinia Corporation, Remote Systems Engineering Inc., and Etalim Inc., have all benefited from his engineering and strategic leadership expertise. Rocco supported renewable energy due diligence to secure multiple rounds of seed financing from GLG Partners, Equus, Khosla Ventures, and Vulcan Capital. In 2011 he began a push into expert witness testimony, supporting an excellent northwest law firm, Telquist, Ziobro, and McMillen, PLLC.

Renewable technologies are a means to an end, not the end themselves. This holds true for those interested in investing in renewables, or those seeking to commercialize their own products as Original Equipment Manufacturers (OEMs). Rocco Luongo is one of the few engineers who understands this and knows how to dovetail reliable technologies into sound business plans. All businesses have their own language. He does not just speak engineer. Renewable projects have hard and soft cost targets, and financing institutions expect risk-managed execution.

He has had his feet on the ground on multiple residential, commercial, and industrial solar sites in the U.S. and in Europe, and is now developing the southeast Asian market. Whether your interest is solar, wind, bio-gas, or something new, Rocco takes the system engineer's approach and examines your business needs from total cost and risk perspectives. He then evaluates the available resources before beginning the technology selection process. For many cost driven industrial applications, process heat represents the largest savings opportunity. For others, aesthetically integrated wind and solar panel shaded green areas provide a key marketing edge.

He holds multiple patents in the U.S. and Germany, and is listed as co-inventor in several patents pending. He is a licensed Professional Engineer (PE), a member of the American Society of Mechanical Engineers (ASME), a board member for the Domestic Violence Services (DVS) of Benton and Franklin counties, and has taught renewable energy to the Home Builder's Association of the Tri-Cities, WA.

Rocco earned a mechanical engineering degree from the University of New Hampshire, and was then recruited into a two-year post-graduate *Diplomarbeit-Practicum* in research and development in Heidelberg, Germany. The value of his classical education was cemented in his first patent award. His five-year immersion taught him German engineering methods, a fluency in the language and a deep understanding of the culture. Returning to the U.S., Rocco quickly rose from staff engineer to product engineering manager of Infinia Corporation in Kennewick, WA. There he gained an enterprise-wide perspective unique to start-ups, which enables him to align the most complex business plan with deployed technologies generating returns in the shortest amount of time.

All business ventures involve risk. Knowledge mitigates risk. As a business owner, Rocco understands this and he has the training and experience to identify and mitigate technical and business risks rapidly and effectively.



"Rocco brought us a rare and valuable combination of deep engineering expertise and compelling strategic leadership. He developed an immediate affinity with our team, and maintained that even while displaying the courage and technical chops to influence the thinking of our most senior people."

— Ron Klopfer, CEO
Etalim, Inc.
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