



About The Company

Net Zero Analysis & Design Corporation was founded to offer pricing transparency in the marketplace, additional carbon-reduction financing, and to increase carbon-offset project viability by connecting to newly accessible market mechanisms created by the Paris Accord's acceptance of the ISO standard. This acceptance opened the door for carbon offset production from renewable energy, energy efficiency, fuel switching, and other methodologies. All of the company officers have completed ISO-14001 training and two of them are active ISO-14001 International Auditors. Net Zero assists companies and organizations with determining their most cost-effective and efficient path to carbon neutrality, as well as to connect carbon-offset product purchasers with the most appropriate sources for certified UNFCCC-compliant offset products.

Services offered:

- Carbon Footprint Auditing and Calculation
- Carbon Reduction and Replacement Consulting
- Carbon Offset Generation Consulting
- Third-party ISO-14001 Auditing and Verification
- Carbon Offset Verification

NZA's founders represent a wealth of experience in engineering, architecture, building science, energy efficiency, renewable energy, professional education, and real estate matters, as well as a solid grasp of market trends, UNFCCC methodologies, and changes in regulations.

Press Contacts

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George D. Sullivan, President, CEO/CTO



George Sullivan is passionate about energy efficiency, sustainable building practices, renewable energy systems, passive solar building design, product development, and helping companies grow and prosper while mitigating their carbon footprints. He has been asked to consult with companies, organizations, learning institutions, and governments all over the world on matters of high-performance buildings, renewable energy, and carbon offsetting, and most recently, has become an advisor to B Market Builder Japan.

George founded Net Zero Analysis and Design Corp. in 2015, integrating 30 years of experience in engineering, industry, commodities trading, and building science to address a large market opportunity gap created by the challenges in existing building energy efficiency, renewable energy, and carbon offset markets.

Applying the experience and research developed out of his first two start-ups, Eco Smart Building LLC and Synergy Viridis LLC, which specialized in building science, building performance and design, mechanical and renewable energy system design and integration, building and renewable energy model development and carbon footprint analysis, Mr. Sullivan developed a 74th level Learning Algorithm-based system that is used in NZA's Utility Optimization Intelligence (UOI) System. The target market for the system is buildings 400,000 sq. ft. and under, which represents 85% of the built buildings in the US. Current system certifications and reviews have been completed by the following;

- 1) US DOE Zero Energy Home and Building Group
- 2) US EPA Water Sense Program
- 3) National Renewable Energy Laboratory (NREL)
- 4) Currently Working with Lawrence Berkeley National Laboratory on the Building Energy Data Exchange Specification (BEDES) to become a partner

Mr. Sullivan completed a B.S. with a double major in biology and engineering, an M.S. in engineering, and an M.S. in physics by the age of 21, and he is widely known as one of the world's top experts in building science, especially thermodynamics as applied to the built environment. His guest lecture series and training has been presented at the Graduate Schools of Hosei University, (Tokyo, Japan), USAID Training Program "Passive House Design & Certification" & RESNET Rater Training, Jordan Institute of Technology (Amman, Jordan), University of Illinois, Illinois Institute of Technology, Chicago City Colleges, Chicago Association of Realtors, and American Institute of Architects Chicago Chapter.

Michael Fiorino, EVP Quality Assurance



Michael Fiorino has been involved with construction, design and documentation of the built environment for over 30 years with nearly 15 years in Energy Efficiency and Sustainable Building Practices. He is currently EVP of Compliance for Net Zero Analysis and Design Corp. (NZA) and since 2015, has been responsible for ISO 14001-2015 general compliance, ISO 14000 series environment standards, assisting with algorithm implementation and development, project offset calculations and ISO 14001 site inspections.

Mr. Fiorino has also been actively involved with his architectural practice which mostly services the residential housing market, light commercial, custom residential, multi-family, low energy or off-grid custom residential, gut rehab, tenant build-out, church rehab, design/build and various other projects in Illinois, Wisconsin and Michigan. In other positions he has provided technical support for a weatherization/insulation company that involved building energy modeling and energy auditing with certifications as a RESNET HERS Rater and BPI Building Analyst & Envelope Professional.

Previously, Mr. Fiorino was owner/partner in Bloom and Fiorino Architects which for 20 years specialized in all aspects of single-family, multi-family, low-to-mid-rise residential and light commercial projects in Illinois, Wisconsin, Michigan, Ohio, Minnesota and Colorado. As an instructor for the Homebuilders Association of Greater Chicago, he taught classes to construction professionals and sales staff which provided a better understanding of architectural blueprint reading, construction materials and processes.

Mr. Fiorino studied architecture at Wright College, and completed a ten-year program of training and certification with Otis Associates, Lawrence P. Basil Associates and the Balsamo/Olson Group, Inc. He holds architectural licenses in Illinois and Wisconsin.

Celeste Yeager Karan, EVP Public Relations and Marketing



Celeste Yeager Karan has 20 years of experience in the fields of education, marketing, public relations, and real estate. She has held a real estate broker's license since 2002, with a business focus on clients who are interested in energy-efficient and high-performance buildings. She has been an instructor for the National Association of Realtors' GREEN certification, a continuing education instructor for the Chicago Association of Realtors, and has offered multiple seminars on basic building science and high-performance design for fellow Realtors and real estate developers.

Mrs. Karan holds a B.A. with a double major in English education and music. She has been a passionate lifelong environmentalist with a pragmatic approach and continues to educate herself and others in topics related to building performance, sustainability, ecology, and the current world-wide discussions surrounding climate change action and decarbonization.

Masato Yamazaki, Managing Director, Net Zero – Japan



Masato Yamazaki, economist and entrepreneur, is a Professor Emeritus of Economics at Aquinas College, Grand Rapids, MI. He has written, co-written, and edited books including most recently, *Yurikago kara Yurikago Nyumon (Introduction to Cradle to Cradle)*, Nihon Keizai Shinbunsha, Tokyo, April 2006. He also translated and edited *Cradle to Cradle* by William McDonough and Michael Braungart into Japanese, Ningen To Rekishiha, Tokyo, June 2009.

In 2009 Yamazaki established Japan Energy Star Council (JESC) in Tokyo and is presently serving as a board member in order to promote energy efficient homes and building in Japan.

Yamazaki has written hundreds of articles for many journals. In particular, since June 2000 he has been writing an article every month for *Housing Journal* by Nihon Kenzai Shinbunsha on Green Building, Green Land Development, and Sustainable Economic Growth.

As a president of two companies, Yamazaki has been working with major furniture companies in the U.S. and Japan and specializes in bridging the markets of the two countries. In the housing industry in Japan, he is currently considered to be an authority on green building and is actively involved in the introduction and development of new green building materials. He is also working with a group of people in the U.S. and Japan to develop true sustainable agriculture for safe and healthy food. With the approval of MBDC, he started a C2C pioneer farm project in Japan. Dr. Yamazaki works as a speaker on sustainable business practices and the lean production/management system for a wide range of audiences, both in the U.S. and Japan and divides his time between the two countries.

In 2016 Yamazaki established B Corporation Movement Support Committee in Japan which became B Lab Japan and serves as Vice Chairman of the committee. This organization promotes the B Corporation movement in Japan in order to increase the number of certified B Corporations for Stakeholder Capitalism. This is meant to replace the Shareholder Capitalism model of the past.

Dr. Yamazaki received a B.A. in Law from Keio University in Tokyo, Japan in 1971. Upon graduation he was given an opportunity to work at Institute of World Economy under a supervision of Nobutane Kiuchi, Economic and Political Advisor to the Japanese Prime Minister Eisaku Sato. He also received a B.A. in Economics & Political Science from Wittenberg University in 1974 and an M.A. in International Relations from Fletcher School of Law and Diplomacy in 1976. With sufficient preparation in the field of economics, international politics and international law, he finished a Ph.D in Economics from Duke University in 1984 under a direction of Professor Martin Bronfenbrenner, developing an economic development model by analyzing a so-called the "Japanese Economic Miracle" in order to fully understand the development pattern in South Korea. As an application model, he wrote an article, "West Virginia Could Learn From Korea, Japan." The article was later put in the Congressional Record by Senator Paul Simon of Illinois in 1987.