



A Division Of The BlackStar Companies



**C.B. McCollum**

**Title**

**Years of Experience**

**Education/Certifications**

CEO/Co-Founder (Energy Manager/Carbon Reduction Specialist)  
22 years  
Masters of Mechanical Engineering (Georgia Institute of Technology, 1994)  
Bachelor of Mechanical Engineering (Georgia Institute of Technology, 1992)  
Bachelor of Applied Physics (Morehouse College, 1990)  
Member, Society of Tribology and Lubrication Engineers  
Energy Manager, Association of Energy Engineers  
Carbon Reduction Manager

**Areas of Expertise**

Performed \$10MM of research funded by DOE and NSF in the area of energy management and friction reducing systems. Developed first of its kind EMS protocol to complete CV analysis of energy consuming systems

**Background**

An experienced Mechanical Engineer with over 20 years of industry experience working as a product research engineer, product development engineer, corporate executive and serial entrepreneur. After 10+ years in Corporate America, he successfully transitioned into business ownership and as a serial entrepreneur has operated and owned several successful technical companies. He is published in the Journal of Tribology for his research of friction reduction and energy conservation systems. Mr. McCollum has also completed certification coursework with Association of Energy Engineers for both the Certified Energy Auditor and Manager, respectively and has been designated a Subject Matter Expert (SME) in New Jersey State Court. He combines technical expertise with the business acumen acquired from successfully running a \$240 MM business unit, which specialized in commercializing products.

**Professional Experience**

**Director**

**BlackStar Energy Group (February 2017 to Present)**

Activities:

Operates as subject matter expert (SME) for Energy Management Activities and developed the company's protocol for advanced energy assessments. Responsible for day to day operations of business and seeks new ways to market the company's advanced energy management technologies. Continues to amass an extensive understanding of the global illumination marketplace and synthesizes this knowledge into pathways for product success in the market.

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**Accomplishments:**

Leveraged knowledge of new worldwide energy management requirements for carbon reduction to strategically position the company's ultra-efficient energy management designs. Performed industry state of the art study in order to validate the novel approach to the company's energy management protocol.

**ConocoPhillips**

**Director, Automotive Products Commercial Lubricants, Houston, TX (June 2006 – 11)**

Led automotive products business unit in the development and launch of an entirely new product line, which generated \$240 MM in revenue. Created the most successful product line in terms of profitability in company's history and increased annual sales by 35% and augmented sustained market share by 15%. Managed product scientist, technical coordinator and sales staff. Led development and implementation of market and product strategies for all commercial automotive lubricant products. Created an entirely new PCMO and ATF product line strategy, which resulted in the launch and reformulation of 11 new automotive products.

**Ford Motor Company**

**Product Development Engineer, Factory Fill Lubricants, Dearborn, MI (September 1994 – March 2002)**

Oversaw dissemination of 20 MM gallons of factory fill oil through Ford Factory System, N.A.

Worked with OEM technical representatives from all major oil and additive companies to develop and select factory fill oil specifications for all North American Ford Vehicles. Evaluated technical formulation data and field test results for potential additive formulations from the following companies: Conoco, Exxon Mobil, Paramins, Shell Lubricants, PetroCanada, & Chevron.