



James Williams

Co-Founder and Chief
Executive Officer

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James is a co-founder of the Sero companies consisting of Sero Homes and Sero Energy, two businesses setup to accelerate the transition to Zero Carbon through its own housing development and partnership. James is a Mechanical Engineer (MEng) who joined renewable energy company Eco2 in 2013 following a successful career in the automotive industry delivering innovative design solutions and working with suppliers all over the globe. James joined Eco2 as a Project Manager, using his technical ability to deliver the £100m EPC contracts for the Margam & Port Clarence waste wood projects. James received a PGCert in Project Finance in 2016 before heading up the new business team at Eco2 Ltd where he developed new renewable energy business opportunities for established technology internationally and emerging clean energy technologies in the UK. This activity led James to new opportunities in housing and decentralised energy.

James has experience in project development, renewable energy technology, electricity supply, transmission and distribution and renewable energy finance. Currently, James is overseeing all of Sero's developments including the largest retrofit project in the UK, Parc Eirin in Tonyrefail, consisting of 225 homes as well as Sero Homes' first development, Parc Hadau in Pontardawe, a revolutionary zero carbon build to rent project of 35 homes and a community building.

Academic Qualifications

Mechanical Engineering (MEng),
Upper Second Class (Hons), Cardiff University, 2004 -2008
Mechanics of Project Finance, Postgraduate Certificate,
Middlesex University, 2016

Employment History

Managing Director of Sero Homes Ltd & Sero Energy Ltd (February 2016 – Present)

James is a founder of the Sero companies and has been responsible for developing the commercial and technical models for the large-scale delivery of Zero Carbon homes.

Head of New Business – Eco2 Ltd, Cardiff (Nov 2015 – Present)

In this role, James is responsible for identifying new business opportunities in renewable energy in the UK and internationally. This activity is focused on both emerging markets and emerging technologies, in each case the commercial and technical feasibility of an opportunity must be scrutinised to the satisfaction of the Eco2 board of directors.

James has identified projects in the UK and North America in biomass, housing and district heating schemes including mine water heating schemes.

Project Manager – Eco2 Ltd, Cardiff (Jul 2013 – Nov 2015)

James took a leading role in the development of the £160m Margam waste wood biomass project which was successfully financed in early 2015. James key responsibilities in this role were planning, environmental permitting, utilities connections, EPC contract negotiation and coordinating debt and equity funding.

Senior Design Engineer – Meritor, Cwmbran (Oct 2012 – Jul 2013)

Senior Design Engineer – Triumph Motorcycles, Hinckley (Dec 2010 – Oct 2012)

Design Engineer – Triumph Motorcycles, Hinckley (Jan 2009 – Dec 2010)

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