Bill Roth is a clean tech business pioneer who led the team that launched the first hydrogen fueled Prius. He has coached hundreds of business owners and leaders on proven best practices for making money by going green. He is the founder of Earth 2017, a website that posts on the mega trends creating a $250 trillion Green Economic Revolution. He is ranked among the top five sustainability bloggers followed on Twitter. His writing is nationally followed in Triple Pundit, Latin Business Today, Huffington Post and Entrepreneur.com.

The Secret Green Sauce is Bill's best selling book that profiles proven green best practices that growing sales and profits. The book’s key focus is on pricing, branding and marketing strategies for winning customers seeking "cost less, mean products" that meet their growing expectations for authenticity and value.

Roth’s most recent book is The Boomer Generation Diet. It is his personal story of how he used sustainable best practices to lose thirty pounds, and keep them off, while still having fun. Jen Boynton, Editor in Chief of Triple Pundit says this about Bill’s newest book: “Written in Bill Roth’s lovable, relatable tone. The Boomer Generation Diet is a must-read for any Boomer who is looking to jumpstart their health and have fun at the same time. I hope my parents read it!”

Roth is a professional economist with a graduate degree from University of Florida, ranked among the top five public schools of economies. He has held senior officer roles in NYSE listed corporations and for start-up clean tech businesses. He lived in Georgia for twenty years working with the Southern Company before moving to California where he developed a pioneering utility scale solar power plant. His development company, NCCT, is currently developing a zero net energy project for a medical office building that uses solar and smart technologies to achieve a zero electric bill with zero emissions.

Follow Bill on Twitter at @earth2017 and please like The Boomer Generation Diet Facebook page at https://www.facebook.com/boomergenerationdiet/?ref=aymt_homepage_panel