

Viridi CEO Jon M. Williams Named 2025 Eric Lindstrom Sustainability Star Award Recipient

Western New York Sustainable Business Roundtable honors Williams for visionary leadership in environmental restoration, clean energy innovation, and workforce development

BUFFALO, NY – November 19, 2025– Viridi is proud to announce that CEO Jon M. Williams has been selected as the 2025 recipient of the **Eric Lindstrom Sustainability Star Award** by the Western New York Sustainable Business Roundtable (SBR). The award recognizes individuals who have gone above and beyond to create an environmentally and economically resilient Western New York.

“I am deeply honored to receive this award in memory of Eric Lindstrom, whose dedication to sustainability helped shape our region’s commitment to a better future,” said Williams. *“This recognition reflects the collective efforts of our entire team at Viridi and our partner organizations who share a vision of turning environmental challenges into opportunities for innovation, economic growth, and community empowerment.”*

Williams has demonstrated transformative leadership across multiple fronts: environmental remediation of contaminated industrial sites, advancement of clean energy technology, and creation of inclusive workforce development programs. Through his leadership of Viridi, Riverview Innovation & Technology Campus, Inc., Ontario Specialty Contracting, and other entities, Williams has redefined what sustainable business leadership looks like in Western New York.

From Pollution to Innovation: Transforming Buffalo-Niagara’s Industrial Legacy

Williams’ leadership has transformed former industrial sites into clean-energy hubs. Most notably, the 135-acre Tonawanda Coke site is becoming the Riverview Innovation & Technology Campus through a community-engaged process involving residents, advocates, and municipal leaders. He has applied this model to other sites including the Buffalo Color plant (now the Powerhouse) and the former GM American Axle plant—*“turning the page on what was to what can be.”*

Pioneering Safe Battery Technology for a Clean Energy Future

As founder and CEO of Viridi, Williams has positioned the company as a leader in manufacturing Fail-Safe Battery Energy Storage Systems (BESS) for Commercial and Industrial Behind-the-Meter (BTM) and mobile applications, transforming how critical industries access safe, reliable, and sustainable energy.



Building an Inclusive Clean Energy Workforce

Williams' commitment extends to social equity through **GreenForce**, a workforce development initiative providing training and employment pathways in clean energy and manufacturing—particularly for individuals facing employment barriers. By integrating GreenForce into his ventures, Williams ensures the clean energy transition benefits those historically excluded.

“Jon Williams has consistently demonstrated visionary leadership in aligning environmental stewardship with economic revitalization, all in service of advancing a more sustainable, equitable and resilient Buffalo-Niagara,” said Amanda Pike, WNY SBR Board President. *“His approach to sustainability is holistic: he sees environmental restoration, economic renewal, and social progress as inseparable. This vision defines his work as a business leader and community builder. We are honored to present him with the Eric Lindstrom Sustainability Star Award.”*

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About the Eric Lindstrom Sustainability Star Award

The Sustainability Star Award honors the late Eric Lindstrom, one of the original members of the team that developed WNY Sustainable Business Roundtable. Lindstrom served as Associate Vice President and Sustainability Coordinator at Cannon Design and was an instrumental member of the advisory committee that supported the formation of SBR in 2014. Each year, SBR's Board of Directors presents the award to an individual who has made extraordinary contributions to creating an environmentally and economically resilient Western New York.

About the Western New York Sustainable Business Roundtable

For over 10 years, the Western New York Sustainable Business Roundtable and its 70+ member organizations have been leading the charge in creating an environmentally, socially, and economically resilient Buffalo-Niagara. Through education, connection, and collaboration, SBR seeks to accelerate the adoption of sustainability into business and organizational operations across WNY to support a region where all people and businesses thrive.

About Viridi

Viridi is a Buffalo-based manufacturer of advanced lithium-ion battery systems designed for safety, performance, and sustainability. The company's battery energy storage systems (BESS) feature breakthrough anti-propagation technology, preventing propagation and significantly reducing the risk of lithium-ion battery fires. Viridi's commercial-scale BESS is among the first and only to be installed in an existing, occupied building, setting a new benchmark for safety and reliability. Engineered for seamless integration into virtually any environment, the BESS combines advanced AI and connectivity to deliver unparalleled remote monitoring and energy optimization. Viridi is committed to driving the clean energy transition while creating economic opportunities and supporting workforce development in Western New York.