

**HELP TO GROW.**  
**MANAGEMENT COURSE**

# FROM TECHNOLOGIST TO SCALABLE LEADER: HOW GREENENCO® ACCELERATED GROWTH

When Dr Jyoti Roy founded GreenEnco® in 2017, he did so with deep technical expertise, global experience, and a clear mission: to support the delivery of bankable, high-performing clean energy projects around the world.

EST 1892  
**LSBU**  
London South  
Bank University



# DRIVEN BY PURPOSE

What Jyoti didn't yet have was a formal framework to scale a fast-growing, founder-led business without losing quality, culture, or control. That gap is exactly what led him to the government-backed Help to Grow: Management Course at London South Bank University (LSBU).

## Building a global clean energy advisor

Today, GreenEnco® is a UK-based clean energy engineering and advisory firm operating across 18 countries, with a service portfolio exceeding 20 gigawatts (GW). The company supports developers, investors, IPPs and public-sector clients across the full project lifecycle — from technical due diligence and construction audits to performance optimisation and risk management.

“

**I was looking for a programme that supported business growth, not just theory.**

Dr Jyoti Roy

”

What sets GreenEnco® apart is its ability to combine deep engineering rigour with innovation. Alongside its advisory services, the business has developed proprietary digital platforms such as Photovoltaic Asset Performance Management (pvAPM), helping clients improve asset performance, reliability and long-term value across solar, storage and hybrid energy systems.

But like many technically strong SMEs, growth brought new challenges.

## THE CHALLENGE: SCALING BEYOND THE FOUNDER

By 2022, GreenEnco® was growing quickly, with increasing international demand and repeat client work. As a technopreneur, Jyoti recognised that the next phase of growth would require stronger financial management, clearer governance, and a shift in how the business was led day to day.

## THE VALUE OF STEPPING BACK

For Jyoti, the real strength of the course wasn't just one module — it was the holistic structure. Finance, strategy, people, operations and marketing all came together at exactly the right moment for the business.

“

**The mentoring gave me confidence that I was on the right track and clarity on where I needed to change.**

Dr Jyoti Roy

”

The one-to-one mentoring proved particularly valuable too. It gave Jyoti the opportunity to test and validate strategies he was already considering, while also challenging him to think differently about delegation, leadership and scale. Jyoti is now a member of LSBU's Help to Grow: Management Alumni, giving him access to a networking hub of like-minded individuals.

## **A LEADERSHIP SHIFT THAT UNLOCKED GROWTH**

One of the biggest breakthroughs came from a change in leadership approach. Jyoti began delegating more operational responsibility to his team, freeing himself from day-to-day delivery and allowing him to focus on strategy, vision and international growth.

This shift had a ripple effect across the organisation:

- Clearer roles and accountability
- Stronger governance and KPI-led performance management
- Improved team efficiency and delivery consistency

## TANGIBLE BUSINESS IMPACT

Since completing the course, GreenEnco® has seen measurable commercial and operational benefits:

- Revenue growth, driven by repeat clients and expanded M&A technical due diligence mandates
- Expansion into new international markets, including India and southeast Asia
- Launch and scaling of new digital service verticals, positioning GreenEnco® as both an advisor and clean-tech solutions provider
- Refined pricing strategy, value proposition and customer segmentation, improving win rates with investors and funds

Internally, the business has strengthened its culture, leadership capability and long-term scalability without compromising technical excellence.



# LESSONS FROM THE JOURNEY

The transition hasn't been without its challenges. Balancing strategic change with live project delivery, recruiting the right talent in a competitive market, and adapting processes for international markets all required careful management.

But for Jyoti, the programme provided the right tools and space to tackle those challenges deliberately rather than reactively.

“

**Delegation is hard when your business feels like your baby, but it's essential if you want it to grow stronger.**

Dr Jyoti Roy

”

**APPLY:**

**[helptogrow.lsbu.ac.uk](https://helptogrow.lsbu.ac.uk)**



Funded by  
UK Government

DELIVERED BY



**SMALL  
BUSINESS  
CHARTER**

EST 1892

**LSBU**

London South  
Bank University