

40 Under 40 Awards — The Class of 2010

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Recognizing high achievement in business and civic affairs

Congratulations to the outstanding honorees who comprise the Class of 2010 – the 11th annual selection of San Diego's finest young people.

Recognizing the achievements of these young business and civic leaders in whose hands lie our region's future is a task we do not take lightly at San Diego Metropolitan Magazine.

And it is one we cannot do alone.

GREEN ENERGY LEADER



QUALITY IRON

Keith Coe

After piloting two successful business ventures in health care, Keith Coe sought new opportunities in the rapidly emerging alternative energy sector. So in 2008, the serial entrepreneur acquired the assets of a few distressed structural steel companies in San Diego and launched Quality Iron. In just three years – and without experience in commercial construction -- Keith, 37, has positioned the business as one of the top structural steel fabricators in the region, specializing in providing steel solutions to the renewable energy industry. Indeed, under Keith's direction Quality Iron has become an innovator of new products in green commercial construction. For example, the company has developed a proprietary steel structure to support solar carports and ground-mount solar systems, lowering construction costs by a third. The designs enable Keith to outbid larger national fabricators in an intensely competitive environment. Quality Iron continues to find new ways to use steel to support the green movement, and is developing a new portable solar charging station for laptops and mobile devices with Wi-Fi connectivity. Today, Quality Iron has earned a solid reputation for its large-scale solar energy installations, having successfully designed, engineered and constructed dozens of solar structures at K-12 schools, universities and for the U.S. government throughout the Southwest. Due to his pioneering approaches to innovating with steel, Keith has increased revenues by more than 400 percent, and more importantly, has created much needed construction jobs here in San Diego. Indeed, Keith has created stable employment for iron workers in a sector that has been decimated by the down economy. Quality Iron has grown consistently with an employee count of 70. A former professional athlete, Keith played baseball for the Los Angeles Angels of Anaheim while continuing his education. Away from the office, Keith is an active member of the Young Presidents' Organization (YPO) and the Lincoln Club of San Diego County as well as numerous local and national professional organizations. Keith volunteers for many youth athletic programs and supports a number of nonprofit and charitable organizations, including the YMCA, Rady Children's Hospital and Friends of Downtown. Keith and his two children, Maddie and Ryan, reside in Solana Beach.