

PROFESSIONAL EXPERIENCE

OWNER, HIS & HERS ENERGY EFFICIENCY— DEC 2012- CURRENT

Energy efficiency and high performance building diagnostic consulting services. Providing Certified HERS Ratings and related energy code compliance services to Western Massachusetts building and design communities. Support with accessing utility rebates and incentive programs for new construction and existing buildings.

PRINCIPAL, ADIN MAYNARD CONSULTING — AUG 2012 - CURRENT

Providing consulting services for energy efficiency contracting firms and program design teams. Designing and executing inbound and outbound marketing initiatives for home performance companies. Consulting with contractors to align business models with incentive and rebate programs.

PROGRAM ASSOCIATE, C3 ENERGY (ACQUIRED EFFICIENCY 2.0) — FEB 2012 - JULY 2012

Managed community marketing for Western Mass Saves, an innovative online energy efficiency tool of Western Massachusetts Electric Company that links directly to residential utility accounts. Developed strategies to acquire more users and achieve deeper energy savings through enhanced engagement tactics around energy efficiency. Recruited local businesses as reward partners and designed outreach campaigns to meet overall program goals. Created original content for the online platform. Regularly reported data metrics to utility clients relating to program acquisition and engagement goals. Kept clear program budget records.

DIRECTOR OF OPERATIONS, COZY HOME PERFORMANCE LLC — 2009 - 2012

Directed all business operations of a leading Western MA BPI Accredited building performance contracting company that provided advanced energy efficiency solutions for residential, commercial, and institutional buildings. Established computer systems, developed assessment protocols and data forms, designed and maintained website and marketing initiatives, managed projects, performed building diagnostics, energy modeling, and building retrofit sales. Facilitated overall company growth. Provided input to DOER (State), utility program administrators, and other stakeholders that resulted in enhancements to rate-payer funded energy efficiency programs.

ENERGY EFFICIENCY COORDINATOR, HAROLD GRINSPOON CHARITABLE FOUNDATION — 2008 - 2009

Provided customer outreach for the Mass Save residential programs. Set up and managed customer database systems. Developed a reward program for residential customers. Gave presentations to companies and academic institutions on the benefits of energy efficiency. Initiated policy work as a result of the Green Communities Act (2008) advocating for the addition of BPI standards into utility programs and the implementation of the home performance market-model.

PROFESSIONAL COMMUNITIES

Chair, Northampton Energy and Sustainability Commission — 2010 - current

Provide input on municipal energy programs to align with the goals of the Sustainable Northampton Master Plan.

Chair, Efficiency First, Massachusetts Chapter — 2009 - current

Initiated the MA chapter of Efficiency First which has grown to be the fourth largest chapter in the country..

Elected Member, Mass Save Best Practices Group — 2011 - 2012

Represented Home Performance Contractors in the Mass Save Best Practices Group that included many stakeholders of the residential utility programs.

EDUCATION AND CREDENTIALS

Building Performance Institute (BPI) — 2009
Building Analyst certification. Hudson Valley, NY

University of Massachusetts Amherst — 2006
Bachelor of Arts: Sustainable Design and Urban Planning