

Committee on Energy and Commerce
U.S. House of Representatives
 Witness Disclosure Requirement - "Truth in Testimony"
 Required by House Rule XI, Clause 2(g)

1. Your Name: <i>Kelly Speakes-Backman</i>		
2. Are you testifying on behalf of the Federal, or a State or local government entity?	<input checked="" type="radio"/> Yes	No
3. Are you testifying on behalf of an entity that is not a government entity?	<input checked="" type="radio"/> Yes	No
4. Other than yourself, please list which entity or entities you are representing: <i>a) Regional Greenhouse Gas Initiative Board of Directors</i> <i>b) Maryland Public Service Commission</i>		
5. Please list any Federal grants or contracts (including subgrants or subcontracts) that you or the entity you represent have received on or after October 1, 2012: <i>• ARRA DE-OE-0000158 (12/1/11 grant over 5 yrs, exp. 9/30/14) \$ 893,591</i> <i>• Pipeline Safety Grant, USDOT. 2013 award \$440,786 for NG and Haz. Lig.</i>		
6. If your answer to the question in item 3 in this form is "yes," please describe your position or representational capacity with the entity or entities you are representing: <i>a) Chair of Board of Directors</i> <i>b) Commissioner</i>		
7. If your answer to the question in item 3 is "yes," do any of the entities disclosed in item 4 have parent organizations, subsidiaries, or partnerships that you are not representing in your testimony?	Yes	<input checked="" type="radio"/> No
8. If the answer to the question in item 3 is "yes," please list any Federal grants or contracts (including subgrants or subcontracts) that were received by the entities listed under the question in item 4 on or after October 1, 2012, that exceed 10 percent of the revenue of the entities in the year received, including the source and amount of each grant or contract to be listed: <p align="center"><i>none</i></p>		
9. Please attach your curriculum vitae to your completed disclosure form. <p align="center"><i>Attached</i></p>		

Signature: _____



Date: _____

9/4/14

ENERGY EXECUTIVE

20 years successful experience in energy markets, sustainability, renewable energy and environmental business strategies

CAREER SUMMARY

Dynamic, results-oriented leader with a strong track record in areas where energy and environment intersect and there is a strong emphasis on regulatory structures effecting generation, reliability, sustainability, renewable energy and environmental business strategies. Demonstrated leadership and senior management across the functions of public policy and utility regulation, business development, market strategies, corporate communications and engineering within the energy industry. Superior interpersonal skills capable of resolving multiple and complex issues and motivating staff and audience to peak performance.

MAJOR ACCOMPLISHMENTS

- Appointment to the Maryland Public Service Commission by Governor Martin O'Malley (2011)
 - Elected Chair of the Board of Directors for the Regional Greenhouse Gas Initiative (RGGI) (2014)
 - Policy leadership for clean energy at the Maryland Energy Administration;
 - Led communications efforts for a fast-growth solar company, resulting in a 300% increase in media mentions within 2 years;
 - Executed global research on behalf of a Fortune-50 company's participation in a multi-corporation, global effort to create a business-focused roadmap for buildings to consume zero net energy;
 - Helped build initial sales and business strategies for a European manufacturer in the US; personally responsible for sales growth from zero to \$25 million in three years;
 - Direct power generation technology experience: natural gas, solar, wind, biogas and biomass, distributed generation, and fuel cells.
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PROFESSIONAL EXPERIENCE

Maryland Public Service Commission **Baltimore, MD** September 2011 to present
Commissioner

Appointed by Governor Martin O'Malley to the Maryland Public Service Commission. The five-person panel is responsible for the regulation of rates and services for gas, electric, telephone, and water utilities, as well as certain common taxicab and passenger for hire carriers. As an adjunct to this appointment, I also serve as a chair of the Board of Directors of the Regional Greenhouse Gas Initiative (RGGI), co-vice chair of the NARUC Committee on Energy Resources and the Environment, as vice-chair of the Regional NEEP EM&V Forum, and as a member of EPRI Energy Efficiency and Grid Modernization Public Advisory Group.

Major cases:

- Presided over 13 gas, electric, taxi and water base rate or surcharge cases; 11 rulemakings; 12 public conferences
- Case No. 9271. Exelon Constellation merger, approved with conditions to protect ratepayers and ensure long term as well as immediate benefits to Maryland;
- Case No. 9298. Derecho case which resulted in a major overview and consideration of long term and shorter term improvements in utility reliability;
- Case Nos. 9207, 9208, 9294. Oversaw three regulated utilities' implementation of advanced metering infrastructure;
- Case Nos. 9153-9157. Ongoing oversight of the implementation of utilities' implementation of energy efficiency programs designed to meet the legislative goals of the EmPOWER Maryland Energy Efficiency Act of 2008 – to meet a 15% reduction in per capita consumption by 2015.

Maryland Energy Administration **Annapolis, MD** September 2010 to present
Director, Clean Energy

As Director, lead a team of policy experts and grant administrators to implement programs and provide policy advice for clean energy in Maryland, with the aim of meeting the State's challenges of 20% renewables by 2022. Responsibilities include oversight of programs to encourage the use of renewable energy resources such as solar PV, solar hot water, offshore and land-based wind, geothermal, biomass, transportation and alternative fuels.

- Led MEA efforts in technical support for Governor O'Malley's HB 1054, the first Offshore Wind Energy Act of 2011;
- Oversaw a process redesign for residential renewable grants, creating a 40% throughput improvement, to a steady-state \$1million in grant approvals per month;
- Monitored the financial triggers for competitive solar, wind, geothermal, and biomass markets. Used to create a credible path to maximize Maryland renewable energy installations and increase the number of renewable energy companies in Maryland.

RE+GENeration Consultants LLC **Annapolis, MD** January 2009 to September 2010
Principal

RE+GEN was a strategic marketing and communications firm dedicated to power generation technologies as interfaced with the utility sector, supporting businesses to assess clean technologies for their product development or their own energy resources. RE+GEN focused on supplementing clients' strategic planning and marketing campaign resources, through competitive assessment, mar-comm program planning, and specific tactical execution.

- Market-based product strategy through industry trend research and competitive analysis;
- Product and brand positioning through brand persona development, 4-P strategy assessment and message development;
- Targeted research of markets and customer identification;
- Public and media relations campaign strategy and execution;
- Project execution and management of website development, collateral, special events and outbound campaigns.

Sun Edison

Beltsville, MD

July 2007 to December 2008

Director of Marketing

SunEdison, an MEMC company (NYSE: WFR) is a solar energy development company focused on full finance, turnkey development, ownership and long-term operations under power purchase agreements for large scale solar projects. As director of marketing during the earlier years of the company and before its initial public offering, oversaw ~\$3 million program budget plus staff for all outbound marketing and public communications. Emphasis was placed on positioning the company for rapid growth in the solar sector, specifically targeted to utilities, public sector and commercial customers. This included

- Brand development and strategic messaging;
- Led positioning and brand persona development work, used as the basis for new tactical approaches to the website, collateral and executive speaking calendar;
- All public relations and corporate communications efforts, resulting in a 300% increase in media mentions for the company;
- Ongoing surveys of existing and potential customer base, to validate top and secondary level messaging;
- Planned and managed execution of a 50-city, 100-day educational outreach program to city leaders, citizens and utilities during an opportune political period (August – November 2008);
- Led the marketing team to develop collateral, website, advertising program and other tactics.

UTC Power

South Windsor, CT

April 2006 to July 2007

Sustainable Strategies Leader

A former business unit of United Technologies Corporation (UTC), UTC Power manufactured fuel cells and provided distributed solutions. As sustainable strategies leader, served as one of two persons in UTC to lead the World Business Council for Sustainable Development (WBCSD) Energy Efficiency in Buildings project. The project was a multi-corporation, global effort to create a business-focused roadmap for buildings to consume zero net energy. Responsibilities included:

- Led a team of eight colleagues in the successful execution of detailed research report on building energy usage in US, Japan, EU-15, Brazil, India and China (published on their website, at www.wbcd.org/web/eeb);
- Identified and prioritized external outreach opportunities for public presentations and two-way dialogue venues. Led planning and execution of EEB's first forum, the China Forum, in Beijing – co-hosted by China's Ministry of Energy, WBCSD and the International Energy Agency (IEA);
- Worked with UTC corporate communications team to regularly communicate project progress and bring direct leads to UTC business units (Carrier, UTC Power, Otis, UTC Fire & Security, Hamilton, Pratt & Whitney);
- Balanced annual and overall budget for the project (\$13 million total over three years).

General Manager, Market Strategies

January 2005 to April 2006

Built and managed a new marketing team for the company, and provided strategic planning input for DG business planning.

- Led market analysis efforts for DG market trending and research for specific lead generation;
- Managed redesign of the website and its content management process to be more dynamic, reflect a sustainability message;
- Worked closely with the UTC communications teams on press and other public relations efforts related to the DG business;
- Managed company re-branding efforts, moving from two company identities to a single one;
- Managed marketing team to develop sales tools and provide marketing services to sales and executive teams.

Wärtsilä North America

Annapolis, MD; Vaasa, Finland; Houston, TX

March 2001 to December 2004

Marketing Director

Wärtsilä is a large engine manufacturer focused on ship power and stationary power plants. As marketing director for its North American power plants division, led strategy efforts to transition from a DG business model to a utility-scale and wind-firming model. Managed market analysis, product planning and branding, as well as tactical media-based marketing efforts.

- Analysis, recommendation and implementation of a strategic shift in the North American business to sell into the utility market;
- Led PR campaign to raised awareness of Wärtsilä within North America, in line with the corporation's value positioning;
- Built and maintained an customer user's group, resulting in increased customer satisfaction scores;
- Increased interactive use of the internet and Wärtsilä's global website. To this end, took an assignment for six months at headquarters in Finland to plan and upgrade a more interactive and customer-oriented global website;
- Managed a small staff (3-4) and vendor relationships.

Strategic Energy Consultant

Baltimore, MD November 1999 to March 2001

Provided independent consulting to various companies studying the DG market and the variables of profitability. This included economic, regulatory, technical and utility/interconnection considerations. Clients included consultants to state entities, as well as private companies considering entry into the DG market in deregulated environments.

Director of Business Development, Northeast

New Energy Technologies, which was bought by Constellation (operated as Constellation New Energy) and then merged into Exelon, was a leading competitive provider of power in open markets. In its start-up phase in Los Angeles, New Energy began an energy sale product through DG on its customers' sites.

- As an initial member of the core team of New Energy Technologies, collaborated to develop an overall business strategy for DG in newly deregulated markets;
- Developed sales and implementation plans for the Northeast market, to meet a 1999 regional sales projection of \$USD 5 million (DG projects 30 kW to 3 MW each, budgeted at \$100,000 to \$3 million per project);
- Proposed and implemented a 5 year strategy for the Northeast DG business. Growth rate projections were at revenue values in excess of \$15 million by 2001;
- Developed a plan to diversify the company's equipment portfolio, and was responsible for developing the equipment portfolio alliances with manufacturers over a 6 month period, including microturbines, reciprocating engines, and gas turbines;
- Provided financial and technical training to the national electric commodity sales force to cross-sell DG products to an existing customer base. Margins and customer savings were expected to increase by expanding the sales force knowledge base and bringing additional savings to the customers.

Jenbacher Energiesysteme

Norwood, Massachusetts

August 1995 to August 1998

North American Sales Director, Biogas Unit Manager

Helped to build the North American sales subsidiary for Jenbacher AG (now operating as GE Jenbacher), an Austrian manufacturer of reciprocating gas engines for combined heat and power and biogas applications. A highly technical sales approach was matched with energy industry analysis to establish a new US marketplace for the Austrian company.

- Worked with a small team to build sales from zero in 1995 to \$25 million in 1998;
- Was personally responsible for 24 MW of power installed of natural gas and biogas projects, at an average of 5 MW per project;
- Developed of a sales/service distribution network through Cummins and Detroit Diesel, standardizing OEM price lists for North America, budgeting/business planning, and specialization in direct sales of biogas engines;
- Activities also included US standardization of collateral and public speaking engagements.

Korda/Nemeth Engineering

Columbus, Ohio

January 1991 to August 1995

Design Engineer

- Managed and designed HVAC/plumbing, projects for retail spaces, schools, commercial buildings and hospitals;
- Developed budgets for and made project presentations to owners and architects.

EXPERTISE AND ACTIVITIES**Committees, Boards, and Delegations**

- Board of Directors, Regional Greenhouse Gas Initiative (Member, 2011-2012, Vice Chair 2013-2014, Current Chair 2014)
- Co-vice chair of the NARUC Committee on Energy Resources and the Environment (2013-2014)
- EPRI Energy Efficiency and Grid Modernization Public Advisory Group (2013-2014)
- Vice Chair, NEEP EM&V Forum Steering committee (2013-2014)
- GridWise Alliance Grid Modernization Index (2013)
- Solar Energy Industry Association Committee (Co-Chair 2008)
- Various past executive committee participation (Electric Power Conference, US Combined Heat and Power Association,)

Recent Conference Comments and Publications

- Speaking venues include Electric Infrastructure Security Council Summit, National Town Meeting on Demand Response & Smart Grid; American Council for an Energy-Efficient Economy (ACEEE), American Wind Energy Association (AWEA) Offshore Wind Conference, IEEE Innovative Smart Grid Technologies Conference, National Association of Regulated Utility Commissioners (NARUC), Energy Regulators Regional Association (ERRA), Globalcon, Raab Roundtable, ICF International breakfast conference
- Published remarks and media placements related to EPA's 111d regulation, its effect on RGGI and Maryland
- Other various public speaking, presentations such as: Testimony to Maryland Legislature on Offshore Wind Act of 2011 (2011); MDV SEIA (2010); Google, GE Plug Into The Smart Grid (2009); GE Gridweek (2008); Power Gen International (2005, 2003, 2002); Power Gen Europe (2002); Electric Power Conference (2002, 2001);
- Authored and co-authored articles in Power Magazine, Electricity Journal (pending 2014)

A full list of engagements and published remarks available on request

Honors and Awards

- Demand Response and Smart Grid Leadership Award (2014). Awarded by the Association for Demand Response & Smart Grid (ADS) (2014)

EDUCATION AND ACADEMIC HONORS

- BS, Mechanical engineering, Boston University, Boston, MA, 1990
- National Merit Scholar, MENSA Member, Minority Engineering Society