

## **Kelly Speakes-Backman**

### **CEO, U.S. Energy Storage Association**

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#### **PROFESSIONAL EXPERIENCE**

##### **U.S. Energy Storage Association**

**Washington, DC**

July 2017 – present

###### *Chief Executive Officer*

ESA is the national trade association for the energy storage industry. As its first CEO, I work with the Board of Directors to support the growth of the energy storage industry, while driving the transformation and growth of a diverse membership. Responsibilities include:

- Provide leadership in policy development and advocacy;
- Communicate with, advocate for, and support the efforts of ESA members to advocate for energy storage;
- Serve as the spokesperson of the organization;
- Oversee daily operations of the organization in coordination with staff.

##### **Alliance to Save Energy**

**Washington, DC**

June 2015 to March 2017

###### *Senior Vice President, Policy & Research*

As part of the executive team, led and managed the policy and research efforts of this venerable DC-based non-profit organization focused on federal, state and international energy efficiency and energy productivity efforts. Responsibilities included:

- Define the Alliance's policy and research agenda;
- Lead the execution of high-profile initiatives and programs through the policy and research teams;
- Represent the Alliance before legislative, executive, and regulatory bodies at both federal and state government levels;
- Ensure the financial and organizational stability and health of the company as part of the executive team;
- Serve as Co-Chair of the SEI Steering Committee, a 50+ organizational effort to gain additional building efficiency from a systems approach; the SEPA Executive Leadership Council for the 51st State Initiative; the Public Interest Advisory Committee of the Gas Technology Institute; and Advisory Committee for the Georgia Tech Strategic Energy Institute.

##### **Maryland Public Service Commission**

**Baltimore, MD**

September 2011 to June 2015

###### *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, served 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 conference hearings;
- Case Nos. 9331, 9332, 9335. Approved, with conditions to ensure accountability of performance, the Strategic Infrastructure Development and Enhancement Plans of BGE, Columbia Gas, and WGL, respectively;
- Case No. 9361. Exelon PHI merger, approved with conditions to protect ratepayers, provide improved reliability and ensure long term and immediate benefits to Maryland.
- 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. Oversight of three regulated utilities' implementation of advanced metering infrastructure;
- Case Nos. 9153-9157. Ongoing oversight of utilities' implementation of energy efficiency programs designed to meet the legislative goals of the EmPOWER Maryland Energy Efficiency Act of 2008.

##### **Maryland Energy Administration**

**Annapolis, MD**

September 2010 to September 2011

###### *Director, Clean Energy*

As Director, led 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 target 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 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 \$1 million 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 the number of Maryland renewable energy installations and increase the number of renewable energy companies in Maryland, at the least possible cost.

**RE+GENeration Consultants LLC**

**Annapolis, MD**

January 2009 to September 2010

**Principal**

Founded RE+GEN as a strategic business planning 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. Solar clients included Amonix, Canadian Solar and others.

- 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: SUNE) 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 the 2008 presidential election cycle (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 (NYSE: UTX), 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.wbcسد.org/web/eeb](http://www.wbcسد.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

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

- 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 (WRTBF: OMX) 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 a 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.

**NewEnergy Technologies**                      **Los Angeles; New York City**                      August 1998 to November 1999  
**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 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.

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## **EXPERTISE AND ACTIVITIES**

### **Committees, Boards, and Delegations**

- Board of Directors, Northeast Energy Efficiency Partnership (2019-)
- External Advisory Committee member, Georgia Tech Strategic Energy Institute (2017- )
- Co-Chair of the Systems Efficiency Initiative Steering Committee (2015-2017)
- Executive Leadership Council, SEPA 51st State Initiative (2015-2017)
- Public Interest Advisory Committee of the Gas Technology Institute (2016-2017)
- Board of Directors, Regional Greenhouse Gas Initiative (Member, 2011-2012, Vice Chair 2013-2014, Chair 2014-2015)
- Co-vice chair of the NARUC Committee on Energy Resources and the Environment (2013-2015)
- EPRI Energy Efficiency and Grid Modernization Public Advisory Group (2013-2015)
- Vice Chair, NEEP EM&V Forum Steering committee (2013-2015)
- GridWise Alliance Grid Modernization Index (2013-2015)
- 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** *(A full list of engagements and published remarks available on request)*

- Publications include MJ Bradley Power Switch report (Oct. 2016); E&E News, E&E TV (2015); Public Utilities Fortnightly (Nov. 2014), Electricity Journal (Oct. 2014), Power Magazine (Oct. 2014), and Power Economics (Feb. 2004).
- Most recent speaking venues (2014 to present) include participation at events sponsored by International Energy Agency, National Association of Regulatory Utility Commissioners, Solar Power International, Public Utility Research Center, World Bank Group (ICEEC) , UN Framework Convention on Climate Change (COP21), PJM Inc., Business Council for Sustainable Energy (BCSE), NARUC EISPC, Carbon Forum North America, National Governor's Association, Georgetown Climate Center,

EIS Summit, National Town Meeting on Demand Response, GlobalCon, US Climate Partnership Association, American Council for an Energy Efficient Economy, ICF International, American Wind Energy Association.

- Testimony presentations to Senate Environment and Public Works Committee (Subcommittee on Clean Air and Nuclear Safety) (May 5, 2015), House Committee on Energy and Commerce (Subcommittee on Energy and Power) (Sept. 9, 2014); and to Maryland Legislature (Senate Finance Committee) on Maryland Offshore Wind Energy Act of 2011 (March 15, 2011)

#### **Honors and Awards**

- Honorary Resolution of the National Association of Regulatory Utility Commissioners (2015)
- Demand Response and Smart Grid Leadership Award (2014). Awarded by the Association for Demand Response & Smart Grid (ADS) (2014)

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#### **EDUCATION AND ACADEMIC HONORS**

- B.S. Mechanical Engineering, Boston University, Boston, MA
- National Merit Scholar, MENSA Member, Minority Engineering Society