



Our Energy Experts

The E Source research team has expertise across a wide range of end-use and energy services areas. We can provide members with quick answers and referrals on any of the topics covered in our work. Our researchers can also speak at your next event. E Source researchers are listed below, with a summary of their areas of specialization and their e-mail addresses. If you're not sure whom to send your inquiry to, [e-mail us](#), and we'll route it to the right person. The easiest way to ask questions is through e-mail, but you can also fax or call us. Please contact [Michael Shepard](#), CEO of E Source, if you have questions regarding our overall research agenda or approach.

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Customer Engagement

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+ Kenneth Black, President, E Source



Kenneth Black

President, E Source

303-345-9102 || **E-mail Ken** || **Get to know Ken**

Kenneth Black has worked in the electric and gas utility industry for 30 years and has extensive knowledge in the areas of demand-side management (DSM), marketing, market research, business and economic development, and energy services. As president of E Source, he is charged with leading strategic and customer relations.

Ken has hands-on experience managing utility DSM and marketing departments. Having worked on both sides of the customer meter, he has audited facilities, designed programs, and launched new energy-related DSM products and services for utilities and energy service companies (ESCOs). He has also written numerous articles and reports and has presented at numerous conferences.

In addition to utilities, Ken worked closely with energy and facility managers from *Fortune* 500 companies. He has deep knowledge of the energy needs, profiles, and technologies affecting the large commercial, industrial, and institutional sectors, and he has consulted with national companies in energy management and procurement strategies.

Before joining E Source, Ken was a founding partner of Public Energy Services LLC, an energy management and consulting group, where he helped utilities develop energy services businesses as well as manage sales and delivery capabilities for energy services. He has also served as director of marketing and business development for Entergy Integrated Solutions Inc. and as manager of marketing for PECO Energy (now Exelon). An active member of industry committees and associations, Ken has a BA in biology and an MBA in marketing from Temple University.

Areas of Expertise: Customer energy issues and strategies; demand-side management, energy service company, and energy service provider product or program development and marketing; performance contracting; purchasing trends; competitive intelligence; load shapes and forecasting; and segmentation and sector profiles.

[close](#)

+ Matthew Burks, Associate Director, E Source Customer Experience Services



Matthew Burks

Associate Director, E Source Customer Experience Services

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Having overseen the E Source residential marketing and corporate communications service lines, Associate Director Matthew Burks combines critical aspects of his marcom and consumer strategy experience to drive the *E Source Customer Experience Suite* and *E Source E-Channel Service*. As an industry thought leader on utility social media, energy segmentation, demand-side management marketing, and customer social trends, Matthew takes a holistic and long-term view of customer interactions and their critical relationship with the utility business model. He is a nationally recognized speaker and writer, has presented at more than 18 industry conferences in the past 2 years, and has been featured in many respected industry publications. Matthew holds a BA from Cornell University and will complete his masters in environmental management from Duke University in 2013.

Areas of Expertise: Utility internal and external communications, including best practices for integrated brand development, program marketing, behavior change, social marketing, education, and community outreach. Also market segmentation, targeting, channel identification, AMI communications, and new media.

[close](#)

+ Janice Field, Associate Director, Conferences



Janice Field

Associate Director of Conferences

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Janice Field manages all E Source in-person events, including the E Source Forum. She oversees the Customer Service department, which handles customer-service issues related to web conferences and e-mail newsletters. Additionally, Janice coordinates the printing of marketing, event, and service deliverables.

Areas of Expertise: Manages all E Source in-person events; oversees the Customer Service department, which handles customer-service issues related to web conferences and e-mail newsletters; works with printers for marketing, event, and service deliverables.

[close](#)

+ Chad Garrett, Product Manager, E Source Business Market Service



Chad Garrett

Product Manager, E Source Business Market Services

303-345-9151 || [E-mail Chad](#)

Chad Garrett concentrates on improving utility services to business customers. His areas of expertise include marketing and account management, as well as providing businesses with energy-efficiency and demand-response solutions. Chad has also done extensive research on residential dynamic pricing and has led business and residential market research initiatives. Before joining E Source he founded and ran the educational nonprofit organization Insight Studies and also conducted budget research on state Medicaid programs for the Muskie School of Public Service's Institute for Health Policy. He holds a BS in economics from Bates College.

Areas of Expertise: Research and analysis on retail marketing trends and strategy, account management, quantitative market research, alternatives rates, and demand-response programs.

[close](#)

+ Rich Goodwin, Manager, E Source Customer Experience Services



Rich Goodwin

Manager, E Source Customer Experience Services

303-345-9156 || [E-mail Rich](#)

Rich Goodwin has more than 30 years of experience with a major mid-Atlantic utility. His area of expertise is customer service, including call centers, meter reading, and field services. Rich started his utility career as a customer service representative and high-bill rep. He also spent 10 years in the new business department, including 2 years working with major accounts. That time was followed with 10 years in various management and supervision positions in customer service and operations. Rich holds a BS in business management and an MBA from Wilmington College in Delaware.

Areas of Expertise: All aspects of utility customer operations including call centers, interactive voice response systems (IVRs), billing, credit and collections, field services, and advanced meter reading. Also improving customer satisfaction, business case development, contract negotiation, and vendor management.

[close](#)

+ Mike Hildebrand, Senior Director, Strategic Customer Relations, E Source



Mike Hildebrand

Senior Director, Strategic Customer Relations

303-345-9176 || [E-mail Mike](#) || [Get to know Mike](#)

Mike Hildebrand, senior director of Strategic Customer Relations at E Source, is putting his more than 25 years of utility experience to work by building and strengthening customer relationships with utilities and *Fortune* 500 corporations throughout North America. Mike engages with these important customers to provide strategic industry insights and best-in-class information and advice on account management, customer satisfaction, marketing, communications, segmentation, customer experience, and energy efficiency. A utilities industry veteran, Mike has broad experience in business strategic planning, product development, energy efficiency, customer service, and marketing at both regulated and unregulated utilities; he's also served as a community leader, as a member of numerous boards and business associations, and as a utility executive. Before joining E Source, Mike was with Integrys Energy Group, which comprises six midwestern utility companies, including Wisconsin Public Service in Green Bay and Peoples Gas in Chicago. At Integrys, he held many leadership positions and was most recently responsible for creating and managing the corporate strategy for serving business customers of all sizes. Mike's purview spanned many areas, including account management, call center operations, customer outreach, and energy-efficiency programs and services. Mike holds a BS from the University of Wisconsin at Oshkosh and has been certified as a New Product Development Professional.

Areas of Expertise: Utility key account management; business customer service and communications; energy management strategies; segmentation, strategic planning, merger integration, business plan development, and implementation of business-focused product and services; business customer measurement and analysis.

close

+ **Bill LeBlanc, Senior Advisor, E Source**



Bill LeBlanc
Senior Advisor, E Source
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Bill LeBlanc previously served as vice president for marketing, vice president for consulting, and vice president for research at E Source. He's also president of the Boulder Energy Group. Bill has more than 20 years of experience in strategic marketing, new product development, pricing, market research, and demand-side management as well as social marketing. He focuses on helping utilities understand the intersection between the customer and the utility's products and services, and specializes in maximizing marketing effectiveness. Before joining E Source, Bill worked for six years as a director at Barakat & Chamberlin, a national consulting firm. He also founded and served for several years as president of the Association of Energy Services Professionals. Bill served as a project manager at EPRI from 1988 to 1991, overseeing projects focused on demand management, rates, marketing, and customer behavior; developing promotional programs for EPRI products and services; and conducting conferences and workshops. He holds a BS and an MS in mechanical engineering from Stanford University and a BA in management economics from Claremont McKenna College.

Areas of Expertise: Mass-market sector research covering small and midsize business as well as residential customers, including the low-income residential segment.

close

+ **Adam Maxwell, Associate Director, Member Inquiry Service**



Adam Maxwell

Associate Director, Member Inquiry Service

303-345-9143 || [E-mail Adam](#) || [Get to know Adam](#)

Adam Maxwell focuses on assisting members with their demand-side management (DSM) portfolios. He helps utilities come up with solutions that address their most pressing needs, such as meeting increased DSM goals and restructuring DSM programs to be more cost-effective. Adam also provides insight into innovative program types. Prior to joining E Source, he worked for a start-up sustainability consulting firm in Boulder, Colorado, and was financing affordable housing in Boston, Massachusetts. He has a BA in psychology from Wesleyan University in Middletown, Connecticut.

Areas of Expertise: Energy-efficiency and demand-response programs, energy-efficiency and renewable energy portfolios, third-party green building certifications, effective marketing channels, and market research.

[close](#)

+ Aleana Reeves, Senior Product Manager, E Source Residential Market Service



Aleana Reeves

Senior Product Manager, E Source Residential Market Service

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Aleana Reeves has experience in renewable energy, marketing to residential clients, and strategic consulting. She draws on this experience to manage client inquiries as well as develop research reports and direct materials that clients can use for their marketing needs in the *E Source Residential Market Service*. Prior to joining E Source, Aleana was a marketing director for a solar energy company, where she worked to develop brand awareness, evolve marketing communications, coordinate events, and create strategies for growth. Her work experience includes consulting with both Accenture and 170 Systems. Aleana has an MBA from University of Colorado's Leeds School of Business with an emphasis on marketing and sustainability. She also holds a BA in economics from Brown University.

Areas of Expertise: Advisory relating to marketing segmentation and positioning, program marketing to residential clients, brand strategy, and advertising tactics.

[close](#)

+ Andrea Salazar, Senior Associate, Research



Andrea Salazar

Senior Research Associate, E Source

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Andrea Salazar is a member of the E Source technology assessment and programs and policies teams. She specializes in building energy performance analytics, solar energy programs and technologies, energy performance contracting, and sustainable building design. Before joining E Source, Andrea worked as a project manager for a photovoltaic installation company. She earned her BS in engineering physics at the University of Colorado at Boulder, and she is currently pursuing her MS at the same institution in building science engineering with a focus on energy analysis.

Areas of Expertise: Energy management, public policy, and energy technologies.

[close](#)

+ Spencer Sator, Product Manager, Technology Assessment Service



Spencer Sator

Product Manager, E Source Technology Assessment Service

303-345-9130 || **E-mail Spencer** || **Get to know Spencer**

Spencer Sator, product manager of the *E Source Technology Assessment Service*, oversees the day-to-day operations of the service, assisting members in using E Source services and coordinating with the company's technology team to deliver research projects and publications. Previously, Spencer worked as a research associate for the *E Source Technology Assessment Service*, where he focused on lighting, renewable energy, residential appliances, and new and emerging technologies. Before joining E Source, Spencer served as the sustainability coordinator at the University of Colorado Environmental Center, where he was instrumental in writing policy aimed at curbing carbon dioxide emissions, eliminating hazardous waste, reducing water use, encouraging green building, and expanding recycling programs. While serving two years as a Peace Corps volunteer in Ethiopia, Spencer worked on energy and food security issues with rural communities. He has a BS in astrophysics from the University of Colorado at Boulder.

Areas of Expertise: Technologies including residential electronics and appliances, lighting, renewable energy generation, and water efficiency; agricultural and institutional environmental policy and analysis; greenhouse gas emissions inventories.

[close](#)

+ Lynn Stein, Senior Director, Strategic Customer Relations, E Source



Lynn Stein

Senior Director, Strategic Customer Relations, E Source

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Lynn Stein, formerly Lynn Fryer, served as the director of Efficiency & Technology Services, leading the *E Source Efficiency & Demand-Response Programs Service*, and as the director of the *E Source Energy Information & Communications Service*. Before joining E Source, Lynn designed and evaluated residential and commercial demand-side management programs at New England Power Service Co. and Boston Edison Co. She also served as an energy engineer at the Massachusetts Executive Office of Energy Resources,

overseeing changes to the energy section of the building code, and was a consultant with The Fleming Group. Lynn has an MS in building energy engineering from the University of Colorado, as well as a BS in engineering and a BA in art history from Swarthmore College.

Areas of Expertise: Energy programs, demand response, load management, green buildings, energy management systems, energy-efficiency standards and programs, and program evaluation.

[close](#)

+ Tim Stout, Senior Director, Strategic Customer Relations, E Source



Tim Stout

Senior Director, Strategic Customer Relations, E Source

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Tim Stout joined E Source in June 2010 as the director of the *E Source Efficiency & Demand-Response Programs, Technology Assessment, and Intelligent Grid Services*. For 23 years, Tim held a number of positions in the Energy Efficiency and Demand Response department at National Grid, an electricity and gas utility serving more than 7 million customers in the Northeast. Beginning in 2002, he became National Grid's first vice president of Energy Efficiency and Distributed Resources. In this capacity, Tim was responsible for the design, implementation, evaluation, and regulatory approval of the company's electricity and gas energy-efficiency programs in New England and New York. From September 2011 through February 2013, Tim served as the vice president of Research at E Source. He currently serves on the board of directors of the American Council for an Energy-Efficient Economy and previously served on the boards of the Consortium for Energy Efficiency and the Northeast Energy Efficiency Partnerships. Tim holds an MA from Boston University and a BA from Middlebury College.

Areas of Expertise: Residential and commercial energy-efficiency program design and implementation, regulatory procedures and filings, stakeholder collaboration, utility infrastructure required to support large-scale energy-efficiency programs, demand-response programs, and climate change.

[close](#)

+ Kevin Vranes, Director, Energy Management Services, E Source



Kevin Vranes

Director, Energy Management Services, E Source

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Kevin Vranes has more than a decade of experience working on greenhouse gas (GHG) and climate-change issues. He has worked with numerous corporations and utilities on GHG management (inventories, auditing, and reporting), carbon risk, supply chain emissions and life-cycle assessments, and project analysis. Kevin was a senior legislative staffer in the Washington, DC, office of Senator Ron Wyden, where he worked on energy and environmental legislation, including the Energy Policy Act of 2005. He holds a PhD in

geophysics (physical oceanography, climatology, and atmospheric sciences) from Columbia University, and he was a Public Policy Fellow of Columbia's School of International and Public Affairs.

Areas of Expertise: Climate-change science, climate policy, energy policy, greenhouse gas inventory and management, cleantech markets, carbon finance and carbon markets, corporate environmental strategy, global carbon regulations, environmental legislative analysis, natural hazards, and general science policy.

[close](#)

+ Mike Weedall, Senior Advisor, E Source



Mike Weedall

Senior Advisor, E Source

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Mike Weedall, a senior advisor at E Source, has more than 30 years of experience in the energy industry. Prior to joining the company, he was the vice president of energy efficiency at Bonneville Power Administration (BPA), where he was responsible for leading the organization's energy-efficiency and load management programs. In 2010, Mike was appointed by Secretary of Energy Steven Chu to serve as a member of the U.S. Department of Energy's Electricity Advisory Committee. Mike has extensive experience helping utilities and all levels of government in planning, developing, and implementing effective demand-side management, energy-efficiency, and customer service programs. He has also assisted organizations in incorporating finance elements into their energy-efficiency programs. In addition to BPA, Mike has worked with Green Mountain Power Corp., Sacramento Municipal Utility District (SMUD), the California Power Authority, and Pacific Energy Associates, a firm he established in 1985.

Areas of Expertise: Utility resource planning; utility policy development and implementation; demand-side management (DSM) program planning and implementation; DSM monitoring, verification, and evaluation; utility customer care and management; smart grid planning and implementation

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Research

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+ Alexandra Behringer, Associate Director, E Source



Alexandra Behringer

Associate Director, E Source

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Alexandra Behringer focuses on energy-efficiency, demand-response, and renewable programs, products, and services as well as energy policy affecting demand-side management (DSM) programs. She has written E Source reports on numerous topics, including efficient lighting and appliance rebate and recycling programs, DSM department organization structures, DSM tracking systems, DSM program implementation approaches, and evaluation of DSM programs. Alex holds a BA in social sciences from the University of Washington and an MS in occupational therapy from Colorado State University.

Areas of Expertise: Utility products, services, and programs for mass markets; energy-efficiency and demand-response programs; retail marketing trends; and communication strategies.

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+ Rachel Reiss Buckley, Research Director



Rachel Reiss Buckley
Research Director

303-345-9104 || **E-mail Rachel** || **Get to know Rachel**

Rachel Reiss Buckley oversees a team of researchers focusing on energy-efficiency, demand-response, and renewable energy programs. She has expertise in demand response, demand-side management programs, green buildings, energy-efficiency standards, and various end-use technologies. Since joining E Source in 2000, she has authored numerous publications as a researcher, has worked in Member Services, and has also been an integral member of consulting teams for the California Energy Commission's PIER program, the National Renewable Energy Laboratory, Energy Star, Pacific Gas and Electric, the U.S. Environmental Protection Agency, CEATI, and Southern California Edison. Rachel has an MS in energy policy from the University of Colorado at Boulder and a BA in political science and environmental studies from Colgate University.

Areas of Expertise: Retail end-use technologies, demand response, load management, green buildings, energy management systems, broadband over power lines, energy-efficiency standards and programs.

[close](#)

+ Kim Burke, Associate Research Director, E Source



Kim Burke
Associate Research Director, E Source

303-345-9114 || **E-mail Kim**

Kim Burke investigates and writes about best practices and trends in marketing residential and commercial energy-efficiency and renewable energy programs as well as value-added products and services. She also conducts research and analysis of utility outreach and communication strategies and channels. Previously, Kim worked for Platts as an editor and as a journalist focusing on the Latin American energy sector. Earlier in her career, she marketed and managed events for corporate members of the Council on Foreign Relations.

Kim has an MPA with a concentration in environmental policy, management, and law from the University of Colorado at Denver and a BA in international relations from Tufts University.

Areas of Expertise: Local, state, and regional climate change policies and renewable energy standards; energy-efficiency programs; consumer outreach and media channels; corporate social responsibility; Latin American energy sector.

[close](#)

+ Florence Connally, Associate Research Director, E Source



Florence Connally

Associate Research Director, E Source

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Florence Connally investigates and reports on e-business, customer service, smart grid, and payment and billing topics. She has managed the research for the utility website review benchmark studies and has researched topics in the areas of power quality, distribution company management, metering, and energy information services. Before joining E Source, Florence worked as a journalist in Beijing, China. She has a BA in East Asian studies from Bryn Mawr College.

Areas of Expertise: Online customer care, customer satisfaction, e-mail response management, web site best practices, electronic bill presentment and payment, web usability, and online services for mass-market and business customers.

[close](#)

+ Rachel Cooper, Manager, E Source



Rachel Cooper

Manager, E Source

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Rachel Cooper develops and implements market research studies, critically analyzes data, and interprets findings to help E Source members better understand and interact with their own customer base. She has conducted scores of resident and policy surveys for local governments across the U.S., managing all aspects of the projects, including instrument design, sampling plans, data collection, pre-testing and implementation, analysis, and reporting. Rachel has also conducted many omnibus resident surveys as well as sector-specific surveys on topics such as trash and recycling, natural resources and the environment, and public works services. She earned a BA in sociology from South Dakota State University and an MA in clinical sociology from the University of Northern Colorado.

Areas of Expertise: Knowledge of research techniques; quantitative research and analysis of residential opinions of and priorities for local government services; communicating results and conclusions.

close

+ **Kate Drexler, Manager, E Source**



Kate Drexler
Manager, E Source

303-345-9145 || **E-mail Kate**

Kate Drexler provides research, analysis, and consultation to E Source members on policy and program issues related to energy efficiency and demand-side management (DSM). Through her work at the Colorado Governor's Energy Office, she has direct experience managing energy efficiency and utility DSM programs for low-income customers. Specifically, she brings to E Source members expertise in design, implementation, and evaluation of energy-efficiency programs. At the University of Denver, Kate received an MA in international political economy with a focus on energy, development, and economics. In addition, she holds a BA in public relations and marketing from Ithaca College.

Areas of Expertise: Program design and evaluation; energy-efficiency policy; low-income weatherization; business account management; research and analysis; public relations and marketing.

close

+ **Sarah Fiebiger, Manager, E Source**



Sarah Fiebiger
Manager, E Source

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Sarah Fiebiger primarily focuses on issues related to utility customer care, business account management, the customer-facing side of intelligent grid, and e-business. Sarah researches and responds to Member Inquiries and does research and writing for reports on hot-topic issues in these areas. She has an extensive background in customer service and management and has also worked as a high-definition editor and videographer. She holds a BFA from the University of Colorado at Denver in theatre, film, and television with emphasis in directing and scriptwriting and an MBA that she received from the University of Colorado at Denver's highly intensive accelerated program.

Areas of Expertise: Customer self-service options, outage management, credit and collections, and other aspects of utility customer care; business account management and e-business; and intelligent grid.

close

+ **Jesse Fife, Research Analyst, E Source**



Jesse Fife
Research Analyst, E Source
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Jesse Fife focuses on utility energy-efficiency and demand-response programs while providing research, analysis, and consultation to E Source members. He researches and responds to Member Inquiries, writes and contributes on topics related to energy-efficiency and demand-response programs, and helps maintain and update DSMdat, E Source’s database of more than 3,000 utility demand-side management and renewable energy programs in the US and Canada. Prior to joining E Source, Jesse was the operations coordinator of a University of Colorado Environmental Center program that offers free home energy and water audits to students living in off-campus housing. He received a BA in environmental studies, a minor in political science, and certificates in energy and leadership studies from the University of Colorado at Boulder.

Areas of Expertise: Energy-efficiency and demand-response programs, utility program structure and incentives, energy-efficiency policy

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+ Peter Haid, Research Practice Director, E Source Customer Experience & Marketing



Peter Haid
Research Practice Director, E Source Customer Experience & Marketing
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Peter Haid brings to E Source more than 13 years of professional experience working within large telecommunications companies. Although his focus is on customer experience management and marketing, he has worn many hats along the way, enabling Peter to liaise with executive management, sales, marketing, human resources, engineering, finance, IT, and operational personnel. His accomplishments as a customer experience management practitioner drive his ongoing passion for learning the art and science of this complex discipline. Using marketing and customer experience best practices, he teaches the approach to companies that are eager to architect intuitive strategies that will create profitable customer relationships across the enterprise. Peter holds an MBA in entrepreneurship from the University of Colorado at Denver, has certification as a Net Promoter Associate, is the president and founder of CitizenPoints.org (a 501[c]3 nonprofit dedicated to boosting volunteerism), and enjoys all that Colorado has to offer with his wife and two boys.

Areas of Expertise: All aspects of customer experience management, including assessments, strategy, brand alignment, employee engagement, voice-of-the-customer programs, measurement methodologies, customer insights and journey mapping, process design, text and speech analytics, social strategies, and vendor evaluations

[close](#)

+ Beth Hartman, Senior Research Associate, E Source





Beth Hartman

Senior Research Associate, E Source

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Beth Hartman focuses on issues related to utility marketing programs, customer engagement, and social media strategies. In addition to researching and responding to Member Inquiries, she also contributes to investigating and writing reports on emerging trends in the energy industry. With more than five years’ experience in marketing and business development, Beth brings knowledge and experience to the communication and promotion of innovative customer engagement programs. Prior to joining E Source, she was the marketing manager at Simple Energy, a software company that helps utilities improve their customer engagement strategies by leveraging the power of the social web, game mechanics, and behavioral economics to motivate people to save energy. Beth has a master’s degree from the University of Colorado and recently completed a fellowship at CU’s Silicon Flatirons Center, a research center focusing on topics related to telecommunications, privacy, and entrepreneurship, including the development of smart grid technology.

Areas of Expertise: Customer engagement, emerging utility customer trends, social media and behavior-change programs, business, and intelligent grid.

close

+ Mary Horsey, Research Manager, E Source



Mary Horsey

Research Manager, E Source

303-345-9160 || **E-mail Mary**

Mary Horsey investigates and writes reports on specific technologies as a member of the technology assessment team. Her areas of expertise include HVAC systems and controls, building energy management, control systems, and energy efficiency. Before joining E Source, she gained considerable hands-on experience, first as an energy systems engineer with Georgetown University Facilities Management and then as an energy engineer for Boulder County, Colorado, where she managed the building energy systems and designed and implemented energy-efficiency projects for nine years. Mary holds a BS in mechanical engineering from Colorado State University and a BA in liberal arts from St. John’s College in Santa Fe. She is a Certified Energy Manager (CEM) and a LEED (Leadership in Energy and Environmental Design) Accredited Professional.

Areas of Expertise: Energy management strategies, building control systems, energy-efficiency technologies, and the Leadership in Energy and Environmental Design certification process.

close

+ Bryan Jungers, Research Manager, E Source





Bryan Jungers
Research Manager, E Source
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Bryan Jungers focuses on plug-in electric vehicles, energy storage, and distributed generation; on-board and off-board vehicle energy management; and retail marketing trends and total cost of ownership. Before joining E Source, Bryan was an analyst for the Electric Power Research Institute (EPRI) in the Electric Transportation division in Palo Alto, California. Bryan holds a BS in environmental engineering from Humboldt State University and an MS in civil and environmental engineering from the University of California at Davis.

Areas of Expertise: Electric vehicles, battery storage, electric motors and controls; retail marketing trends; total cost of vehicle ownership.

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+ Haley Kaiser, Research Analyst, E Source



Haley Kaiser
Research Analyst, E Source
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Haley Kaiser, a research analyst at E Source, focuses on customer service and the customer experience. She researches and responds to Member Inquiries and writes on topics related to customer engagement. Prior to joining E Source, Haley provided marketing, customer service, and project management services to several solar contractor companies in Boulder. She received a BA in environmental studies and a minor in geography from the University of Colorado at Boulder.

Areas of Expertise: Customer expectation management, social media, customer experience for businesses, residential and commercial renewable energy customers, customer relationship management databases, customer loyalty

[close](#)

+ Ira Krepchin, Research Director, E Source



Ira Krepchin
Research Director, E Source
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Ira Krepchin investigates, writes about, and answers Member Inquiries on lighting technologies, controls, and sustainable building design. In addition, he manages some collaborative programs for E Source. One is a complete revision of the U.S. Environmental Protection Agency's *Building Upgrade Manual*; another is creating a library of Technical Briefs based on the California Energy Commission's PIER program. A mechanical engineer

and technical journalist, Ira serves on the Citizens Commission on Energy in Newton, Massachusetts, and as co-chair of the Mayor's Advisory Committee on Renewable Resources. Before joining E Source, he spent five years writing *Technologies for Energy Management*, a newsletter for the energy industry. He has also worked as a research and development engineer, specializing in heat transfer, for Foster-Miller Inc. and Northern Research Engineering Corp., both of which are located in the Boston area. Ira holds an MS in mechanical engineering from the Massachusetts Institute of Technology and a BS in mechanical and aerospace sciences from the University of Rochester.

Areas of Expertise: Lighting technologies, distributed generation, energy storage, laundry technologies, sustainable building design, and building diagnostics.

[close](#)

+ Ti Mougne, Research Manager, E Source



Ti Mougne
Research Manager, E Source
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Ti Mougne brings to E Source her deep industry knowledge and direct utility experience designing, managing, and implementing demand-side management programs. Before joining the company, Ti worked for seven years at the Lower Colorado River Authority (LCRA), a wholesale public power provider in central Texas. At LCRA, she effectively collaborated with more than 40 wholesale electricity customers (municipally owned utilities and electric cooperatives) to envision, launch, and manage a variety of progressive energy projects, including renewable energy installations and smart grid initiatives. Ti holds a BS in sociology from the University of Houston, certification as a project management professional from the Project Management Institute, and certification as an energy-efficiency project manager from American Public Power Association.

Areas of Expertise: Energy efficiency; conservation; energy education; distributed renewable energy; residential demand response; program and project design, management, and implementation; and public power.

[close](#)

+ Justin Rickard, Research Manager, E Source



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Justin Rickard focuses primarily on issues related to utility customer experience. He researches and writes about topics such as customer experience management, contact centers, smart grids, and social customer relationship management (CRM). Prior to joining E Source, Justin worked for 10 years at TeleTech, a leading business process outsourcer and contact center provider. During his time at TeleTech, Justin worked as a writer and project manager in several departments, including IT, sales operations, and marketing

communications. In his free time, he blogs about renewable energy, energy efficiency, and sustainability topics. Justin holds a BA in English literature from Indiana University and a professional certificate in sustainability management from the University of Colorado.

Areas of Expertise: Social customer relationship management (CRM), cloud-based technologies, emerging contact channels, virtual workforces, business sustainability, smart grid, and residential renewable energy and energy efficiency.

[close](#)

+ Katie Ruiz, Research Associate, E Source



Katie Ruiz
Research Associate, E Source
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Katie Ruiz, a research associate at E Source, focuses on utility marketing and outreach strategies for engaging customers in energy-efficiency and demand-response programs. She researches and responds to Member Inquiries, and writes on topics in these areas. Prior to joining E Source, Katie worked for an economic development agency in central Pennsylvania, where she helped local rural governments identify and implement energy-efficiency and renewable energy projects and managed a monthly energy-related seminar series. She holds a BA in economics and environmental studies from Bucknell University.

Areas of Expertise: Rural customer outreach and education, energy-efficiency and demand-response programs, economic development.

[close](#)

+ Michael Shepard, CEO, E Source



Michael Shepard
CEO, E Source
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Michael Shepard is a cofounder of E Source and is responsible for the company's overall strategic direction. He speaks frequently at industry events and has published more than 100 papers and books on topics such as ultra-efficient drivepower and lighting systems, innovative financing schemes for energy conservation, and profitable strategies for companies to reduce their greenhouse gas emissions. Most recently he has been leading E Source's efforts to bring to market a new software program that helps utilities micro-target those customers who are most likely to participate in and benefit from energy-efficiency programs.

Michael serves on the advisory board for Avista Utilities' energy-efficiency program and the judging panel for Platts' Global Energy Awards. He also chairs the board of the Institute for Social and Environmental Transition, an international development organization focused on innovative energy and resource solutions for developing economies. Prior to cofounding E Source, Michael directed the energy program at Rocky Mountain Institute and worked at

the Electric Power Research Institute and the New Mexico Solar Energy Association. He holds a BS with distinction in natural resource conservation from Cornell University and a master's in energy and resources from the University of California at Berkeley.

Areas of Expertise: Overall quality control for research writing, consulting, and training activities; development of new product lines, including European research, energy services, emission markets, and distributed energy.

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+ Essie Snell, Senior Research Associate, E Source



Essie Snell
Senior Research Associate, E Source
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Essie Snell is part of the E Source technology assessment team. He researches, writes, and presents on a variety of topics, including plug loads, water heating, building-envelope components, drivepower, and black-box technologies. He previously worked with Point380, a consulting firm specializing in energy management, where he gained experience with carbon footprinting and neutrality strategies. Essie holds a BS from the University of Colorado at Boulder in engineering physics.

Areas of Expertise: Energy-efficiency and load-management programs, renewable energy research, greenhouse gas inventories.

[close](#)

+ Jay Stein, Executive Vice President, E Source



Jay Stein
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Jay Stein is focused on expertise development, research skills development, quality control, new product development, and technology assessment. Jay is also a specialist in HVAC, high-tech industrial process technologies, and the IT industry. He was the project director for the *E Source Multi-Client Studies* "Delivering Energy Services to Semiconductor and Related High-Tech Industries" and "Delivering Energy Services to Internet Hotels and Other High-Density Electronic Loads."

Over Jay's 25-year career in the twin fields of energy efficiency and renewable energy, he has designed utility demand-side management programs, advanced HVAC systems, and solar thermal collectors. He has also authored and coauthored more than 100 technical papers, magazine articles, and book chapters. Before joining E Source in 1996, Jay cofounded E-Cube Inc., an energy consulting firm specializing in building energy analysis and commissioning. He has a BS in agricultural engineering from Rutgers University.

Areas of Expertise: Space cooling and heating, high-tech industrial processes, data centers, building commissioning, commercial refrigeration, refrigerants, building controls, solar thermal technologies, building shells, and savings evaluations.

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[+](#) **Melanie Wemple, Senior Research Associate, E Source**



Melanie Wemple

Senior Research Associate, E Source

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Melanie Wemple maintains DSMdat, the comprehensive E Source database tracking energy-efficiency and demand-side management initiatives in the U.S. and Canada. She previously worked with Standard Renewable Energy, a company focused on lowering consumers' utility bills through energy efficiency and renewables. Melanie has a background in writing and was published in two editions of *National Geographic* during an internship at the magazine's Washington, DC, headquarters. She received a BA in geography with a minor in environmental science from the University of North Carolina at Wilmington.

Areas of Expertise: Efficiency and demand-response programs, utility program structure and incentives, renewable energy research.

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