



## The E Source Management Team

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**Michael Shepard**  
**President and CEO**

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.



**Gary Sunshine**  
**Executive Vice President and COO**

Gary Sunshine is responsible for the day-to-day business operations, including research, marketing, customer service, energy management services, content management, web development, human resources, and finance.

Gary joined E Source in 1996. He spent 20 years with The McGraw-Hill Companies Inc., holding a variety of sales and management positions. He has a BS in advertising from the University of Colorado in Boulder.



**Kenneth Black**  
**Executive Vice President, Sales and Member Services**

Kenneth Black has worked in the electric and gas utility industry for almost 30 years and has extensive knowledge in the areas of marketing, market research, business development, and energy services. He is charged with leading the utility business teams responsible for products and services, sales, and account management.

Ken has experience in demand-side management as well as in developing and launching new products and services for utilities and utility energy service companies (ESCOs). In addition to writing strategic marketing and business plans for utilities and ESCOs, he has implemented federal programs for energy conservation marketing, developed basic ordering agreements and areawide agreements, and negotiated energy-savings performance contracts with federal agencies and departments. 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 Co. (now Exelon). An active member of industry committees and associations, Ken has a BA in biology and an MBA in marketing from Temple University.



**Jay Stein**  
**Executive Vice President**

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.

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