

Leslie Martel Baer MS, MA

Denver, Colorado

303.887.0440

Leslie.Baer@EnergyIntersections.com

[linkedin.com/in/lesliemartelbaer](https://www.linkedin.com/in/lesliemartelbaer)

Professional Summary

- Strategic energy management consultant experienced in energy planning and programs
- Service-oriented leader, working across internal, client, and cross-functional teams of 3–8 members
- Experienced energy strategist in planning, policy, and implementation:
 - Renewable heating and cooling: solar thermal, ground source heat pumps, CHP
 - Renewable generation: solar photovoltaic, wind, and hydro
 - Energy efficiency: lighting, building performance, manufacturing operations
 - Energy and power markets, credit trading, and financial incentives
 - Electric and gas utilities, including regulation, distributed generation, and grid modernization
- Detail-oriented project manager and program manager, subscribing to an agile management style
- Outstanding writer, presenter, and verbal communicator able to educate and persuade stakeholders
- Excellent computers skills, including Microsoft suite and project management software

Professional Experience

Energy Intersections, LLC | Denver, CO

Strategic Energy Management Consultant

GCI Consulting

2017

- Develop and support go-to-market and operations strategies for technical German-speaking companies establishing or growing their American markets (e.g., green agriculture and clean energy)
- Manage program budgets
- Translate technical documents for American markets

Antares Group, Inc.

2015–2017

- Support development of RFP responses to government agencies for energy planning consulting
- Consulted on research, data collection, and data maintenance strategy for a statewide inventory of customer-sited systems: PV, wind, hydro, solar thermal, ground source heat pumps, and storage
- Developed data collection strategy for documenting permitting requirements across jurisdictions
- Managed stakeholder relationships, including utility, permitting and regulatory agency relationships

Colorado Energy Office

2012–2016

- Researched a statewide, self-sustaining program to capture available capital (from federal and private resources) for the installation of solar thermal heating systems to replace more expensive fuels:
 - Collaborated with REAs and other utilities
 - Tested multiple business models, including supply chain, installation and warranty consideration, financing, customer acquisition, and program administration
 - Program manager for team of 5, responsible for schedules and budgets
- Created automated data collections tools for Greening Government initiative; gather and analyze building performance data; develop systematized report templates

Colorado Department of Agriculture

2013–2014

- Responsible for strategic plan development in deploying up to 6 renewable heating and cooling technologies across 12 agricultural sectors; agile-style management of team, budgets and schedules

Colorado Solar Energy Industries Association

2011–2015

- Led and participated in the development of multiple successful RFI and RFP responses
- Founding team member for the *Colorado Solar Thermal Roadmap*, supporting the development of multiple financial models and multi-decade market scenarios for growth of the industry

Colorado Renewable Energy Society

2010–2012

- Project manager responsible for a local clean energy policy guide, collecting data from over 40 entities—including permitting and other regulatory jurisdictions—and developing an accessible format for public access to information regarding clean energy policies across the state
- Key member of Senator Schwartz’s Ad Hoc Energy group, which designed state energy policies with the goal of reducing carbon emissions statewide

First Affirmative Financial Network and SRI in the Rockies Conference

1999–2011

- Program manager responsible for strategic communications and information management planning and implementation, including development of B2B and B2C campaigns and individual pieces: print, electronic, and web-based communications, collateral materials, and comprehensive event campaigns
- Managed schedules and budgets for strategic communications campaigns, including cross-functional teams of writers, designers, expert contributors, and vendors such as web developers, printers, and mail houses to meet the needs of the executive suite as well as internal and external clients

Colorado Association for Recycling

2003–2008

- Developed and implemented information management, branding, and digital communications strategy for industry and the public, including web site and application development and delivery

Universities of Michigan and Minnesota, Schools of Nursing

1993–2005

- Program manager responsible for grant proposals, research design, software product development, and internal/external marketing and communications campaigns for testing and commercialization

Education

- MS, Global Energy Management, University of Colorado Denver, Business School, 2011
 - Elected as cohort valedictorian and sought out by peers from all energy sectors for group work
 - Team project manager for researching, analyzing and creating recommendations on strategic, operational, market, compliance, and financial energy industry issues across multiple sectors
 - Guided startup renewable energy businesses through major over-hauls of their business plans
- MA, English Language and Literature, University of Michigan, Ann Arbor, 1993
- BA, Biochemistry, Magna cum Laude, University of Colorado at Boulder, 1991

Honors

- President’s Award. Colorado Solar Energy Industry Association. February 2012. Awarded to the Solar Thermal Alliance of Colorado (founding member and workgroup member).
- Peer-Elected Commencement Speaker. December 2011. University of Colorado Denver Business School Global Energy Management Cohort IV Commencement.

Professional Organizations

- German-American Chamber of Colorado, Colorado | Member, 2017–Present
- Colorado Renewable Energy Society | Board Member, 2013–2014; Business Member, 2002–Present

Related Publications

Colorado Agriculture Renewable Heating & Cooling Roadmap. December 15, 2013. Colorado Department of Agriculture. Available at http://www.colorado.gov/cs/Satellite/ag_Conservation/CBON/1251628474554

Colorado Solar Thermal Roadmap. January 24, 2013. Solar Thermal Alliance of Colorado. Available at <http://cres-energy.org/members/policy/>

"The Changing Costs of Residential PV." Fall 2012. *CRES News*. http://www.cres-energy.org/pressroom/news/CRES_News_Fall11.pdf. (Also in *Smart Energy Living, Colorado Energy News*.)

"Performance-Based Incentives: The New Face of Residential Solar." Winter 2012. *CRES News* http://www.cres-energy.org/pressroom/news/CRES_Newsletter_Jan_2012.pdf. (Also in *Smart Energy Living, Colorado Energy News*.)

Colorado Local Clean Energy Policy Guide. April 2011. Colorado Renewable Energy Society (CRES). Available at <http://cres-energy.org/members/policy/>

Related Presentations

"Heating Up Colorado's Solar Thermal Market." March 10, 2016. 2016 Solar Power Colorado. Broomfield, CO.

"How Thermal Renewable Energy Can Benefit Your Greenhouse Operations and Bottom Line." January 15, 2015. PRO Green Expo. Denver, CO.

"Economic Opportunity in Efficiency and Renewables." June 26, 2013. Progressive 15 2013 Energy and Economy Summit. Fort Morgan, CO.

"Does Your Neighbor *Know* That EE & RE Are Really Big Opportunities?" June 21, 2013. Alliance for Sustainable Colorado's 2013 Pueblo Regional Sustainability Roundtable. Pueblo, CO.

"Cross-Industry Partnerships for Growth: The Colorado Renewable Thermal Standard." February 5, 2013, Solar Power Colorado 2013. Westminster, CO (panelist). (Also presented to Colorado Renewable Energy Society, February 21, 2013, Denver, CO.)

"Is the Renewable Energy Foundation Correct about the U.K.'s Wind Subsidies? Is There a Viable Alternative Policy?" June 13, 2012. Renewable Energy World Europe Conference. Cologne, Germany.

"Is there value in third-party review of Renewable Energy Standard Adjustment reports by investor owned utilities?" May 2012. World Renewable Energy Forum (WREF) 2012. Denver, CO.

"Colorado's Solar Thermal Workforce Challenge." May 2012. WREF 2012. Denver, CO.

"The Colorado Solar Thermal Roadmap." May 2012. WREF 2012. Denver, CO (panelist, Colorado Track).

"Renewables creating impact through novel energy access for women in sub-Saharan Africa." May 2012. WREF 2012. Denver, CO (Forum organizer and moderator, on behalf of WISE Colorado).

"The opportunities for women in U.S. renewables and what we'll need to get them there." May 2012. WREF 2012. Denver, CO (Forum organizer and moderator, on behalf of WISE Colorado).

"What We Can Learn from Scenario Planning at Shell Oil." May 1, 2012. Association for Strategic Planning 2012 Annual Conference. Lincolnshire, IL (co-presenter).

"Colorado's Solar Thermal Roadmap to Growth: Big Economic Opportunities Ahead." February 9, 2012, Solar Power Colorado 2012. Loveland, Colorado (panelist).