



MICHELLE MEYER

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EDUCATION

UNIVERSITY OF OXFORD

MSc Politics & Research
Oxford, United Kingdom
2004-2005

MCGILL UNIVERSITY

BA in Political Science
Montreal, Quebec
2001-2004

EXPERTISE

Strategic Planning & Execution

Client Acquisition & Retention

Product Positioning

Market Intelligence & Analysis

Contract Negotiation

Sales Planning & Forecasting

Solution Selling Strategies

Competitive Analysis

Salesforce & MS CRM

Crisis Communications

SUMMARY

Energy transition enthusiast and storyteller connecting people, ideas, and technology to collectively build a cleaner and smarter energy future.

PROFESSIONAL EXPERIENCE

Director of Strategic Marketing

July 2022 – Present

Powin LLC, Portland, OR

- Responsible for overseeing a dynamic communications team, a substantial budget of \$4 million USD, and a team of dedicated professionals, including contractors and agencies.
- Played a pivotal role in the remarkable growth of the company from \$500 million to over \$2.2 billion in orders, contributing strategic insights and innovative marketing strategies to drive expansion and market penetration.
- Partnered with leadership team to develop comprehensive investor decks to effectively communicate the company's value proposition and growth potential to investors and stakeholders.
- Orchestrated the launch of a new website, overseeing the development and implementation of a user-centric design and content strategy that enhanced brand visibility, engagement, and lead generation efforts.
- Developed crisis communications strategies to proactively address and mitigate reputational risks, collaborating with internal and external stakeholders including customers, elected officials, school boards, and first responders.

Business Development Manager

Oct 2020 – July 2022

Linxon, a SNC-Lavalin & Hitachi Energy Company, Chicago, IL

- Spearheaded Linxon's go-to-market strategy for offshore wind, solar & onshore wind, energy storage for HV substations, balance of plant, and electrification projects.
- Identified and cultivated \$1.7BN in new business opportunities within 12 months, solidifying connections with utilities and developers throughout the US and globally.
- Pioneered Linxon's entry into the utility-scale energy storage sector by securing the inaugural project valued at \$22 million, marking a significant milestone for the company's diversification and expansion.
- Connected my organization with best-in-class technology partners and contractors to collaborate on key proposals to deliver commercially compelling and competitive bids.

Director of Marketing & Communications

Nov 2019 – Sept 2020

SimpliPhi Power, a Briggs & Stratton Company, Oxnard, California

- Charged with leading the company's overall marketing and communications strategy.
- Created and managed the company's investor deck to appeal to potential buyers, resulting in the acquisition by Briggs & Stratton, an American Fortune 1000 manufacturer.

Director of Marketing

Oct 2018 – Nov 2019

Greenlots, a member of the Shell Group, Los Angeles, CA

- Administered the company's marketing strategy to increase brand awareness and engage all key stakeholders including EV drivers, retail businesses, property owners, fleet operators, charge point operators (CPOs), city departments, and utilities.

PUBLICATIONS

"New FERC 827 Ruling for Wind Farms Ensures Smooth Grid Connections"
[World-Gen Magazine](#)

"Taking Back Control of Your Utility Grid"
[Power Engineering](#)

"Navigating Solar PV Grid Codes"
[a SmartStream digital conference produced by ABB](#)

"STATCOM lets wind farms comply with grid requirements"
[WindPower Engineering & Development](#)

PROFESSIONAL ENGAGEMENT

CLEANTECH OPEN

Business & Marketing Mentor
Los Angeles, Jan 2021 – June 2022

Zemetric

Advisor
June 2021 – Sept 2023

Axiom Energy Group

Advisor
Feb 2020 – Jan 2021

Electra Era

Advisor
March 2021 - July 2021

INTERESTS

- Hiking and traveling
- Painting & sketching
- Certified dog mom

- Appointed to a special task force to develop the company's 5-year growth strategy in the broader context of Shell's investment plan.
- Orchestrated utility marketing programs to engage and educate EV drivers. This includes digital marketing campaigns, collateral development, product labels, mobile app support, and events.

Senior Marketing Manager

Greenlots, a member of the Shell Group, Los Angeles, CA

Sept 2017 – Oct 2018

- Designed and executed the corporate communications strategy which includes press releases, media articles, thought leadership, industry awards, executive interviews, and analyst relations.
- Established the company's social media presence and implemented online support process for drivers and customers.

Product Marketing Manager

ABB Inc, Raleigh, NC

Mar 2015 – Sept 2017

- Responsible for marketing activities and sales enablement for ABB's EPC substation services, energy storage systems, and grid-scale power quality solutions. This includes managing the marketing strategy process, market sizing and reporting, new product launches, event planning, content creation, and press releases.
- Curated marketing content such as brochures, case studies, white papers, technical documents, articles, webinars, presentations, and training materials.
- Managed Salesforce CRM migration and implementation from legacy systems and oversaw trainings, pipeline reporting, and sales process integration.

Product Manager, Power Conversion

ABB Inc, Raleigh, NC

Jan 2013 – Mar 2015

- Developed product positioning and messaging to promote differentiation and customer value in key market segments for energy storage and power quality solutions.
- Supported new product development, standardization initiatives, product roadmap development at the regional and global level.

Strategic Marketing Manager

American Superconductor, Devens, MA

June 2011 – Jan 2013

- Oversaw the commercial feasibility study to develop a 10MW turbine with a global manufacturer headquartered in South Korea.
- Served on the core team in revitalizing the company's brand, including reorganizing the company's product portfolio and developing messaging, design elements, and media assets that align with the company's values and brand purpose.

Sales & Marketing Analyst

American Superconductor, Devens, MA

March 2010 – June 2011

- Produced market research reports which included competitive analysis, policy updates, SWOT analysis for the wind, solar, and utility markets for leadership team.
- Analyzed quantitative and qualitative data to discover industry, company and customer trends for the company's leadership and sales team.

Marketing Analyst

Eaton, Waukesha, WI

June 2007 – March 2010

- Provided senior-level management and executive staff with market intelligence including market size, competitor analysis, key trends & profitability analysis

Strategist

MotiveQuest, Evanston, IL

Mar 2006 – May 2007

- Delivered online voice-of-customer (VOC) research and strategic insights to clients such as Nike, Motorola, HP, Progressive Insurance, Macy's Department Store, British Petroleum, Petco, and MINI Cooper.