
Larry Mayberry. C.E.M.
General Manager, Energy Management Group

B.S. Civil Engineering
Southern Illinois University
University
1976

Certified Energy Manager (CEM)
Certified Demand-Side
Management
Professional(CDSM)
Certified Business Energy
Professional (BEP)

Larry is proficient with energy saving programs, energy assessments, rate analysis, strategic planning, best practices, energy supply, consulting, business operations of energy and energy service companies and energy management for national industrial accounts. Larry has demonstrated success with developing and implementing energy cost reduction programs, new business start-ups; selling and marketing new products and services; client consulting; and converting organizations to be productive in changing markets. He has served as chief operating officer for an electric and gas utility, executive in charge of energy service companies' start-ups, national industrial account manager, project development director, industrial marketing director, and project developer for Fortune 500 companies.

Relevant Experience

- ▶ **Energy Management** – Managed the development and implementation of over 1000 energy efficiency projects for: Owens Corning, Eli Lilly, Quebecor World, Ocean Spray, General Cable/BICC, Simon Properties, Suiza Foods, Ridge Tools, JC Penney's, Pilkington Glass, Starwood Resorts, Harrah's Entertainment, Quaker, Portola Packaging, NSK, Oil Dri, Koch Materials, Ralcorp Holdings, and Action Products.
- ▶ **Energy Savings** - Led a Midwest Regional Business Unit that developed 750 energy saving projects in 3-year start-up period. Resulting in saving clients \$53 Million in energy costs with \$50 Million in capital investments. Region was ranked first in country in delivering savings to clients.
- ▶ **Portfolio Management** - Accountable as a company officer for profit/loss of a \$50 Million energy revenue company, including West Virginia Power and Gas Services (electric and gas utility), WV Ventures (natural gas vehicle fuel), Energy Services (gas brokering), and Appalachian Electric Heat (HVAC contractor) business units.
- ▶ **Process and Efficiency Improvement** - Improved efficiency of compressor stations, pipelines, gas processing plants, measurement, regulator stations, and contracts to take advantage of deregulated opportunities for a 3,000-mile intrastate pipeline operation, resulting in a \$13.5 million earnings turn-around.

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- ▶ **Portfolio Management** - Directed outsourced energy management services programs for a portfolio of national account industrial clients with 300 facilities.
- ▶ **Program Development** - Developed and managed a commercial/industrial energy services, implementation and sales infrastructure for a five-state region, resulting in \$8.5 million in sales during first year start-up operations
- ▶ **Energy Supply** - Created a commercial natural gas commodity supply business unit that went from startup to 300 clients in first year.
- ▶ **Project Development** - Developed, negotiated, and project managed integrated energy service package for municipal customer. Package included a construction of a new \$1.2 million, 115kV substation, packaged with a three-year firm electric commodity sale.
- ▶ **Program Development** - Developed and testified before and negotiated with Public Service Commission approval for an \$11.5 million gas pipeline replacement construction program.
- ▶ **Energy Consulting** - Managed client relationships to up provide energy services to national industrial account clients for fuel and power supply sourcing, demand side programs, bill and tariff management, energy benchmarking, best practices and strategic planning. Identified \$ 4.8 Million in energy savings opportunities over a 12-month period.
- ▶ **Program Management** - Built and managed 20 person professional staff of developers, engineers and project managers to deliver results to national account customers with energy saving projects and programs.
- ▶ **Account Management** – Identified and developed energy opportunities to save clients over \$2 million in first year of multi year contract, as an energy account manager for Chevron Energy Solutions industrial clients.
- ▶ **Business Operations** - Managed business development, operations, industrial accounts and customer service for West Virginia Power. Supervising 150 customer service, construction, and operations employees.