



LEADERSHIP PROFILE



President Southeast Energy Efficiency Alliance (SEEA) Atlanta, GA

SEEA's Mission

To optimize the use and impact of energy to enhance the quality of life in the Southeast.

THE OPPORTUNITY



The Southeast Energy Efficiency Alliance (SEEA) brings together a diverse array of organizations to leverage energy efficiency for the benefit of all citizens. Guided by the theory that regular, collaborative, and transparent conversations create the greatest opportunity for all communities, SEEA serves as a hub for planning, ideas, and resources for energy efficient policy, the built environment, and clean transportation policy.

Mandy Mahoney, who has led SEEA and served as its public face for 10 years, has announced her intention to depart in the Spring of 2021 to pursue public office. Her successor will inherit a strong and highly regarded \$2 million organization that is well positioned to traverse a dynamic and rapidly evolving energy landscape. The next president will lead SEEA as it builds on the organization's established reputation as a community builder, partner, and convener to advance the role of energy efficiency in creating a better quality of life in the Southeast that is more equitable, prosperous, and healthier for all.

SEEA is at a critical turning point. The new leader joins an inspired team who is committed to helping the region embrace the broad and collective value of energy efficiency.

The new president has several important mandates:

- Identify and raise contributed and earned revenue in both novel and traditional ways.
- Advance SEEA's [commitment to diversity, integration, and inclusion](#).
- Continue to recruit and nurture a talented team of employees, ensuring that SEEA thrives as a place for exceptional staff and a unique organizational culture.
- Respond to the changing energy sector in a way that balances current and emerging economic opportunities with SEEA's core values and key priorities.



THE ORGANIZATION

Established in 2007, SEEA is a 501(c)(3) nonprofit, nonpartisan organization. One of six regional energy efficiency organizations across the United States, SEEA serves **eleven states across the Southeast** and provides the energy sector with the knowledge, resources, and opportunities to use energy more efficiently through:

- advancing energy efficiency policy at the state, local, and utility level
- building healthy communities through energy efficient policies and regulations that encourage clean transportation and buildings
- reducing energy burden by addressing the energy policies and infrastructure that contribute to systemic inequality
- expanding availability and access to resources to address energy efficiency in buildings
- supporting equitable engagement in energy planning processes across all communities



A regional convener of energy organizations, SEEA promotes energy efficiency as a tool for moving the energy sector forward so that all people in the Southeast

can live and work in healthy and resilient buildings, utilize clean and affordable transportation, and thrive in a robust and equitable economy. Fast-paced changes to an increasingly complex energy system requires thoughtful strategies that promote economic opportunity, meaningfully address energy insecurity, and drive progress in housing, infrastructure, and public health. SEEA plays a key role in helping to advance awareness, collaboration and measurable outcomes that benefit all stakeholders.

SEEA focuses on four core avenues for advancing energy efficiency in the Southeast:



Energy Efficiency Policy SEEA's energy efficiency policy team collaborates with policymakers, business leaders, and funders to develop and deploy solutions that advances inclusive and transformative energy efficiency policy that serves everyone the Southeast.



Energy Efficient Transportation SEEA's energy efficient transportation work engages state and local government, community advocates, utilities, and manufacturers to expand availability and access to clean transportation. Transportation electrification creates jobs, reduces poverty, and lays a foundation for a more just and equal future.



Built Environment SEEA's built environment initiatives provide technical assistance, education, and resources that help policymakers, utilities, and builders in partnership with consumers make informed decisions that reduce energy bills and provide comfortable, healthy indoor environments where people work, live, and play.



Membership Program SEEA's membership program convenes advocates, industry leaders, and policymakers to create opportunities for innovation, productivity, and prosperity in energy efficiency. Members represent a respected network of companies and organizations committed to building a brighter economic future, more resilient cities, and equitable solutions for all.

SEEA traditionally hosts an [annual conference](#) that attracts leaders from across the sector convene to share ideas, explore issues, and find shared strategies to advance energy efficiency solutions. Attendees include senior decision-makers, policymakers, utility representatives, thought leaders and vendors from the sector and related businesses from the region and beyond. The conference is one of several avenues that SEEA employs as a trusted convener of stakeholders in the energy sector. Since the onset of the pandemic, SEEA has deftly adjusted outreach to its members through digital and virtual platforms.



The organization has a strong board of ~ 30 (which includes 5 advisory board members) and a network of more than 70 member organizations from across the country representing all aspects of the energy services field. SEEA has built a strong reputation as an organization that is professionally capable, responsive, an epicenter of professional talent and that is emerging as a leader in meaningfully advancing diversity, integration, and inclusion.

SEEA has a budget of \$2 million, and a committed staff of 12. Funding streams vary from year to year; typically, organizational revenue (listed in rough estimates) is a combination of foundation support (50%) federal grants (25%), and membership (25%).

For more about the Southeast Energy Efficiency Alliance, go to www.seealliance.org.

SEEA's Vision

All people in the Southeast live and work in healthy and resilient buildings, utilize clean and affordable transportation, and thrive in a robust and equitable economy.

THE RESPONSIBILITIES

The new president will be an engaged leader with gravitas and credibility.

The president will have a compelling presence and strong relationship skills. They will bring thought leadership, proven expertise in growing revenues, and an authentic commitment to pursuing equity.

More specifically, the president will:

- 1. Capably and consistently lead SEEA with a passion for the role that energy efficiency can play in making communities stronger.** The president will be a strategic leader with high aspirations, integrity and a vision for impact and clearly measurable outcomes. This individual will be nimble and creative in guiding the organization and leading its operations with a steady hand. They will partner with a talented board to navigate a dynamic energy environment and constantly changing trends in the sector. The president will work in tandem with a gifted staff to adapt to the evolving landscape, chart an organizational path, and lead strategic planning for the future that will ensure that SEEA's work remains vital to communities and the region.
- 2. Actively lead SEEA's fundraising efforts and grow income.** The president will be exceptionally good at building relationships, articulating the case for energy efficiency and inspiring support for the mission. They will grow and diversify the organization's base of support and sources of earned and contributed revenue. With a proven track record of cultivating resources, and ideally, funding relationships outside SEEA's traditional philanthropic network, the president will find ways to financially capitalize on organizational expertise, the value SEEA provides, and inspire innovative thought leadership that will enable the organization to achieve its goals.
- 3. Build on and advance an institutional culture for SEEA that is distinct, collaborative, team-oriented, and undergirded by a commitment to diversity, integration, and inclusion.** The president will be driven by a desire for SEEA to continue to be recognized by staff, board, and members for its unique culture and organizational environment. They will bring a real and demonstrable sense of collaboration and a commitment to the organization and its people. The new leader will continue to advance SEEA's diversity, integration, and inclusion work and live the values that have



established SEEA as a leader in this work among its peers. A proven developer of great talent, teams and infrastructure, the president will be a trusted manager and mentor who fosters an environment of shared vision, values, teamwork, and new ideas.

4. Be the external face of SEEA and its most public champion. The president will have a regular presence in key venues and platforms in the energy efficiency space and throughout the Southeast region. They will be an effective ambassador for SEEA's work and mission, seeking and creating forums to promote the work of the organization and the universal relevance of energy efficiency to a wide audience of stakeholders. Through one-on-one meetings, speaking engagements, conference participation, and communications that include social media, the president will continue to build on SEEA's reputation, visibility, and impact.

5. Be a community builder, convener, connector and uncommonly good at developing relationships. The president will be approachable, engaging and a good listener with high emotional intelligence. They will be gifted at connecting with current and prospective SEEA members, leaders from the utilities, corporate, civic, conservation, policy and philanthropic communities, and key representatives and thought leaders from the energy efficiency sector. A natural influencer, convener, and facilitator, the president will be proactive in bringing these stakeholders together around both shared and disparate issues and helping people and organizations coalesce around strategies that advance priorities critical to SEEA.



THE CANDIDATE

The ideal candidate is an experienced leader who is comfortable with the role of externally representing the organization. Superlative leadership, communication, interpersonal, relationship building, fundraising, and strategic planning are ideal skills being sought in prospective candidates. A working knowledge of the energy industry and energy efficiency will be highly valued, as will imagination and new ideas that can help advance SEEA's work. Specific attributes for this role include:

- passion for optimizing energy usage to impact quality of life
- experience in working with boards and channeling talent and support towards important outcomes

- an acute ability to cultivate personal and organizational relationships and the judgement to know how to manage them in concert with SEEA’s objectives
- strong fundraising and resource building acumen, or experience in developing resources to support a mission and goals
- a demonstrated passion and capability around economic, social, and racial equity and justice issues
- ideally, a well-established network of relationships that are aligned with SEEA’s work or adjacent sectors
- a proactive and forward-looking perspective with a bias towards staying in front of trends in the energy sector and an openness to new ideas
- the ability to align people around ideas either through structure or influence
- credibility driven by a balance of passion for effective energy use and evidence-based arguments
- an authentic persona and a strong desire to help staff be successful and fully realize professional aspirations
- comfort with ambiguity and the ability to thrive in a dynamic environment
- compassion and a sense of humor; a deep set of principles, values and beliefs that complement and expand the culture at SEEA

THE RELATIONSHIPS

The president reports to the SEEA Board of Directors and oversees a team of 12.

The president reports to:	SEEA Board of Directors
The president’s direct reports include:	<ul style="list-style-type: none"> • Chief Operating Officer • Director of Policy • Director of Strategy and Development • Director of Energy Efficient Transportation
Other key relationships include:	<ul style="list-style-type: none"> • SEEA members and partners • Current and potential partners, funders, and supporters • Corporate, civic, philanthropic, and community leaders • Elected officials • Sector leaders from the utilities, conservation, and energy planning sectors • Thought leaders and practitioners in the field of energy efficiency

THE LOCATION



The president is based in Atlanta. As one of the most dynamic cities in the country, Atlanta is regularly cited for livability and civic engagement, and is a leading city for sustainability, commerce, and community.

With over 6 million residents, Atlanta is the country's 9th largest metropolitan area. It is the commercial and cultural center of Georgia and the Southeastern United States; additionally, Atlanta is home to the world's busiest airport, major educational institutions including the country's largest consortium of historically black colleges and universities and nationally prominent public-benefit and nonprofit organizations such as the Task Force for Global Health, American Cancer Society, Habitat for Humanity International, Children's Healthcare of Atlanta and CARE.

Some of the world's largest companies are headquartered in the city, including The Coca-Cola Company, UPS, Delta Airlines, Cox Enterprises, Chick-Fil-A and The Home Depot which provide major financial support to the city's arts and cultural institutions. Atlanta is also the entertainment industry capital of the South hosting major record labels and movie production companies including Tyler Perry and Pinewood studios. It features a thriving spiritual community, award-winning restaurants and chefs, and recreation and entertainment offerings of every kind rivaling those of any city in North America. For more information please visit <https://www.atlanta.net/>

Compelling candidates could come from a variety of backgrounds. SEEA is an equal opportunity employer, and a diverse slate of candidates is being sought.

**To apply or suggest a prospective candidate,
email seea@BoardWalkConsulting.com
or call John Sparrow or Patti Kish at 404-262-7392.**