

10-31-2024

COVER LETTER:

INFORMATION FOR DOCKET #A-2024-3051102

Hello,

Please see attached resumes for Jennifer Gibbs, Managing Member & James Ziegan, Member of SmartSwitch Energy LLC.

Please apply to PUC Docket #/Application listed above.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Gibbs", written in a cursive style.

Jennifer Gibbs

JENNIFER GIBBS

Contact: 512-348-1498 | Email: jwattgibbs@gmail.com | Location: Austin, TX 78738 | LinkedIn

BUSINESS GROWTH ACCELERATOR | SALES STRATEGIST | PEOPLE LEADER | REVENUE GENERATOR

Award-winning Business Executive and Sales Leader, with over 3 decades of multi-faceted expertise in leading organizations with innovative business models to champion superlative outcomes in growing sales volume & market share while achieving top & bottom-line profitability. Deft in redefining strategic framework, people leadership & engagement, and enhancing customer satisfaction.

CORE COMPETENCIES

HIGH GROWTH STRATEGY | LEADERSHIP | SALES VELOCITY & REVENUE IMPACT | BRAND VISION & DIRECTION |
NEW MARKET PENETRATION & REGIONAL EXPANSION | NEGOTIATIONS | OPPORTUNITY ANALYSIS |
CHANNEL & PARTNER BUILDING | PEOPLE MANAGEMENT

PROFILE SYNOPSIS

- Entrepreneurial-spirited, excels at defining sales goals and go-to-market strategies for industry-changing programs. Restructured and steered the global sales organization to new heights of profitability and efficiency.
- Recognized as a thought leader in revamping future market direction, product offerings, brand identity, product portfolios & promotional strategies by undertaking key strategic decisions.
- Skilled in understanding consumer buying behavior, ability to identify key business opportunities through CRM, craft strategic plans and direct execution of targeted initiatives to attract consumers.
- Product Promotion Strategy & Roadmap Expert, strengthens product portfolio by leading product development and launches to deliver growth.
- People Management Professional who recruits, trains and guides individuals for incremental outcomes and organizational strengthening.
- Evaluates market conditions and competently realigns teams to meet the constantly evolving demands.
- Received multiple recognitions and awards for showcasing exemplary performance across the tenures
 - 2021 Industry Era Admired Women Leader Award
 - 2018 Women of Influence Award – Pet Industry
 - 2017 Winner “Best Consumer Marketing Campaign”
 - 1994 Sales Manager Accelerator Award

PROFESSIONAL EXPERIENCE

MANAGING MEMBER | SmartSwitch Energy LLC & Texas Energy Management Solutions LLC Austin, TX | May 2024 – Present

- Lead all aspects of business by educating commercial and residential customers on energy efficiency programs available to them.
- Build a top-performing team through personal coaching, talent development and high standards for service excellence.
- Partner with Energy Providers to deliver exemplary customer experiences for commercial and residential clients.

CHIEF SALES OFFICER | Nulo Pet Food, Inc. Austin, TX | 2016 – Present

- Influenced company’s ethos to position the brand as the fastest growing in pet specialty, bolstering annual growth of 66.2% and CAGR (2016-2021) of 62%.
- Lead all aspects of retail business by capitalizing on profitable opportunities, representing organizational needs in accordance with broader economic demands for business growth.
- Employ leadership capabilities in maintaining a growth focused culture to deliver on financial objectives.
- Transform staff, build a top-performing team through personal coaching, talent development and high standards for service excellence.
- Partner cross-functionally to support brand management, sales and distribution channels and process improvement.
- Develop and implement creative solutions to challenging retail problems
- Gather insights based on industry/market trends, competitive threats, and business opportunities and transform them into growth-focused plans and strategies.

- Consistently outpace YOY sales and multi-channel growth goals with strategic business plans that accelerate growth and maximize the client base.

SOUTHWEST SALES MANAGER | WellPet LLC Tewksbury, MA | 2011 – 2015

- Managed \$30M premium pet food portfolio while identifying key business drivers and opportunities for sustainable business growth.
- Supervised and coached high performing team of 10, motivating via effective leadership and line management to channel retail staff.
- Built growth strategy across target market, identifying retail opportunities, and aligning them to the right channels.
- Nurtured relationships with key accounts to commercialize all deals and achieve maximum profitability and ROI.
- Explored business potential, opportunities & customers to secure profitable business volumes.
- Upheld high growth standards & value of integrity, customer service, team work, work discipline, cost consciousness, respect for staff & organization and transparency.
- Brainstormed a tactical business plan in a particular market by involving and creating commitment among stakeholders across the market.

OWNER | Adventures in Advertising Austin to Boston Austin, TX | 2002 – 2010

- Secured deals with Fortune 500 companies including Comcast/Xfinity, Akamai Technologies and Del Monte Foods.
- Provided leadership via articulation, consultation, and demonstration of ways of achieving company vision, mission, and objectives.
- Strategized increase in top-line growth and profitability through development & implementation of a well-defined business plan.
- Spearheaded the management of market P&L (goals setting, forecasting, margin and costs steering).
- Built high-impact initiatives and solutions for clients to power product positioning and market growth through rigorous marketing programs.
- Handled the performance management, commercial campaigns and expansion strategy to cause an increment in profitability.

HOSPITAL PRODUCT SPECIALIST | Merck & Co, Inc Boston, MA | 1989 – 1997

- Managed \$50M vaccine portfolio across New England states
- Conducted educational seminars in close coordination with Medical Directors at leading New England Health Maintenance Organizations focused on study results and product attributes for clinical use.

ACADEMIC CREDENTIALS

Bachelor of Arts: Communications | University of Connecticut, Storrs, CT

VOLUNTARY CONTRIBUTIONS

- SEAL Legacy Foundation Volunteer and Fundraiser. Provided support to families of Navy SEALS
- The Refuge Volunteer and Fundraiser – an organization that has developed the first long-term, residential, therapeutic ranch for young women who have been rescued from sex trafficking
- Family Legacy Sponsor – an organization that engages families with orphans of Zambia, Africa. Sponsorship of children in Zambia to provide food, housing and education

James Ziegan
Cleveland, OH

Professional Summary

Dynamic and visionary leader in the Ohio energy market with extensive experience in renewable energy, energy efficiency, and energy management. Known for innovative approaches to cost reduction and sustainability, James is the founder of Ohio Energy Management, the fastest-growing energy efficiency company in Cleveland. With a hands-on approach to leadership and a dedication to exceptional customer solutions, James has consistently driven company growth, tripling revenue annually and doubling staff each year. His career is marked by his commitment to honesty, relentless work ethic, and deep expertise in sustainable energy solutions.

Professional Experience

Founder & CEO
Ohio Energy Management
Cleveland, OH
2009 – Present

- **Company Growth:** Spearheaded the company's growth to become the leading energy efficiency company in Cleveland, consistently tripling annual revenue and expanding the team year over year.
- **Customer Impact:** Successfully served 500+ commercial clients by implementing cost-effective green energy solutions, significantly reducing energy costs and carbon emissions.
- **Innovative Financing:** Introduced advanced funding models for efficiency projects, positioning the company at the forefront of affordability in energy solutions.
- **Industry Leadership:** Set industry standards in renewable energy systems, energy management, and customer-centric sales approaches.
- **Market Impact:** Established Ohio Energy Management as a top-performing firm in the region by creating a proprietary marketing and sales platform, helping contractors develop new business opportunities and increase revenue.

Early Career in Sales
Various Sales Roles
Ohio
2009-2015

- Demonstrated exceptional work ethic, often outperforming colleagues by working extended hours and consistently surpassing sales targets.
- Cultivated a culture of dedication and resilience, inspiring team members to adopt his work habits, resulting in top-ranking sales performance within the team nationwide.

Skills

- **Energy Management & Efficiency:** Expertise in green energy, renewable systems, and energy cost optimization.
- **Sales Leadership:** Proven track record of driving revenue growth through effective sales strategies and team motivation.
- **Entrepreneurial Leadership:** Skilled in growing and scaling a business, with a forward-thinking approach to complex industry challenges.
- **Innovative Problem Solving:** Known for pioneering creative solutions in energy