



Martin joins NYSERDA's Reforming Energy Vision team

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The New York State Energy Research and Development Authority (NYSERDA) has engaged Dr. Cheryl Martin, a globally recognized expert in energy technology and innovation, to lead a critical aspect of NYS' comprehensive Reforming the Energy Vision (REV) strategy.

Dr. Martin will oversee and manage a process to assist private technology companies and investor-owned electric utilities to develop new business models and form partnerships. Pursuant to an order by the Public Service Commission, electric utilities must file their initial proposed demonstration projects with the Department of Public Service no later than July 1st for review and approval. These REV demonstration projects are intended to provide technology companies and utilities with an unprecedented opportunity to test and explore new business models anticipated by REV that will pave the way toward a more efficient, cleaner and more affordable electrical grid by animating the deployment of advanced distributed energy resources and other solutions.

Dr. Martin will work with staff from all NYS energy agencies and the Governor's Office to facilitate the REV Demonstration Project partnership process. These demonstrations will ensure that utilities, in conjunction with innovative third-party technology companies, are moving aggressively to modernize the electrical system in keeping with REV principles. The projects will unlock new value within the electrical grid, providing services or savings to customers and showing new means of earning revenue for utilities and their partners.

Richard Kauffman, Chairman of Energy and Finance for New York, said, "Dr. Martin brings with her the immense public and private sector experience required to lead this crucial aspect of REV. In our efforts to modernize and transform the electric utility sector, REV Demonstration Projects will show the way forward. We couldn't be more pleased to have Cheryl helping shape New York's energy revolution."

Audrey Zibelman, Chair of the New York State Public Service Commission, said, "Developing the right demonstration projects is a critical next step in the Reforming the Energy Vision initiative, and Dr. Martin brings the optimal mix of commercial, technical, and policy expertise to help us advance New York's energy industry."

John Rhodes, President and CEO of NYSERDA, said, "Dr. Martin brings a combination of leadership and experience in driving innovation in the energy sector as well as a unique blend of energy technology knowledge and an innovative approach to new business model design that is necessary for quality project delivery. She will bring these great qualities to bear on accelerating and making tangible the future of REV through critical early demonstration projects, as we position New York State at the forefront of the clean energy economy under Governor Cuomo."

New York has undertaken a substantial restructuring of its energy regulatory environment and clean energy programs through REV. The initiative is designed to take pressure off the grid by promoting the generation of distributed power (e.g. solar, wind, combined heat and power, and other systems)

at customer locationsâ€”thereby offsetting the need for large infrastructure investments.

"The REV demonstrations will test new business models and services, and are critical as New York looks to lead a path forward for utilities and partners to provide enhanced value to their customers," said Dr. Martin. "I am eager to bring my experience in both the private and public sectors to assist in navigating New York's novel business, technical and financial challenges."

Dr. Martin recently founded Harwich Partners LLC to work with public and private sector entities to identify critical business, technology, finance, regulatory and policy drivers that would accelerate adoption of new technologies into key markets. Previously, she was acting director of the U.S. Department of Energy's Advanced Research Projects Agency-Energy (ARPA-E) program, while also serving as ARPA-E's deputy director for commercialization. In that role, Dr. Martin led ARPA-E's Technology-to-Market Program to help breakthrough energy technologies succeed in the marketplace. She had been an executive in residence with Kleiner Perkins Caufield and Byers and spent 20 years with Rohm and Haas Company, starting as a senior scientist for the company's Plastics Additive business and most recently as general manager for the Paint and Coatings Materials business in Europe, Middle East and Africa.

Dr. Martin currently serves on the board of directors for Philabundance, the greater Philadelphia region's largest hunger relief organization, and is active in the American Chemical Society at both the local and national levels. Dr. Martin holds a bachelor's degree in chemistry from the College of the Holy Cross and a Ph.D. in organic chemistry from the Massachusetts Institute of Technology.

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