

# Paul D. Heitmann

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## **OBJECTIVE**

Apply my program development and team leadership experience to building, marketing and delivering compelling clean energy and smart grid service offers. I will contribute my excellent customer interaction, creative problem solving, program and team management, technology insight and business modeling skills to identify and remove adoption barriers to Distributed Energy Resource based solutions, and help electric distribution companies advance their *hosting capacity value propositions*.

## **EXPERIENCE**

### **IEEE Standards Association**

2014-present

#### ***Program Development Consultant: DER/Smart Grid Standards***

Provided process model development, consortium formation, and Utility demonstration program design and development for the IEEE1547 Conformity Assessment field certification process. Contributed to the major IEEE1547 Standard revision process (just balloting now) on IEEE 1547 DER Interconnection and guided the Conformity Assessment steering committee in early adoption of key new test requirements coming from this revision. Was a founding member and currently Working Group chair for the new IEEE PES-sponsored P825 Transactive Energy initiative. Developed and delivered presentation content for program updates and recruitment outreach for several standards development processes at major industry conference events.

### **Partnerships One, LLC**    ***VP Business Development***

2013-present

Provided business model development and product/service offer design for emerging Vehicle to Grid applications that are integrated with Distributed Energy solutions. Developed strategic partnerships and funding opportunity proposals for NSF SBIR (2014) and PA DEP AFIG (2016) grants to demonstrate viable managed EV charging capabilities. Developed key supplier partnership with eMotorWerks' JuiceNet to build and customize the service offer platform for the newly formed commercial venture VSG Energy, LLC. Currently assisting in launching this business venture.

### **Businovation, LLC**    ***Microgrid and Renewable Energy Program Development(s)***    2015-2017

Provided leadership for program design and proposal on multiple potential Microgrid applications for enterprises currently pursuing funding: Newark, NJ 10MW Food Waste Biogas plant; Middletown, NJ – Earle Naval Weapons base joint Microgrid Feasibility study; Madison, NJ Municipal Microgrid concept. Currently developing a White Paper for a leading NY based Transactive Energy microgrid services firm.

### **Chargepoint, Inc.**    ***Development Consultant: EVSE Infrastructure***

2014- 2015

Created business model and product/service offer design and deployment process for launching an East and West Coast DC Fast Charging corridor program. Identified and recruited key host participants for siting high power EVSE to support electric vehicle range extension along major inter-city highway routes.

### **ECotality, Inc.**    ***Utility Solution Architect***

2010 – 2013

Researched and formulated business development strategies for entry into the emerging market of Smart Grid applications supporting Electric Vehicle charge management. Worked with investor-owned utilities defining opportunities to leverage the DOE funded **EV Project** for developing effective offers in their nascent electric vehicle programs. Proactively developed and negotiated utility and government program terms and participated in the EPRI driven industry standards development for this emerging technology.

**Comverge, Inc.*****Senior Program Architect***

2007-2010

Created business models for extending the company's traditional building energy management offer to include electric vehicle charge management. Proactively built alliances with infrastructure vendors and vehicle manufacturers to embed demand response charge control capabilities. Developed service offer solution frameworks for utilities to adopt in support of their emerging distributed energy service developments. Developed large utility bids and large government grant requests, along with state policy recommendations for supporting this emerging technology.

- \* Founding member of the MAGICC (Mid Atlantic Grid Interactive Cars Consortium). Provided leadership in the network communications and demonstration development areas.
- \* Developed (2) US Patents for innovative energy management techniques.
- \* Represented company as its NIST Smart Grid Interoperability standards contributor and provided guidance as a member of the IEEE P2030 standards development body.

***Business/Program Manager***

2005-2007

Developed key business processes, contracts, and functional offers for the leading emerging Demand Response services provider in the Clean Energy/Demand Side Management market, including an innovative Real Time Pricing service offer sold and launched at a large Midwest utility. Supported the rapid growth in development and execution of opportunities, which contributed to a successful IPO market launch in 2007. Hired and managed a team for program management and service delivery.

**AT&T*****AT&T Business Services******Group Manager***

2000-2004

Managed a team of eight professionals in the development, documentation, and deployment of processes supporting the AT&T *BusinessDirect* electronic interface to customers. Responsibilities included staffing and training the initial Business Analyst team, identifying and deploying suitable automation tools and providing performance tracking and coaching.

Provided thought leadership in establishment and launch of AT&T's *Solution Center*, an organization designed to rapidly respond to customer requests for customized, network-based solutions. Responsible for process definition, matrix-managed resource direction, and "evangelization" of a repository for key Managed Service product offers that incorporated customization options with standard, scalable network service components. This dramatically improved the efficiency of custom solution bid responses by enabling coordination and load balancing between the most relevant resource pools.

***AT&T Solutions******Client Services Executive***

1995-2000

Individual contributor to the successful launch and growth of AT&T's Solutions business unit, providing extensive business case development for individual deals, and "best practices" business process creation for launch of the new organizational entity. This business developed full service System Integration and Outsourcing solutions for large corporate customers. Developed and managed several key multi-million dollar investment programs for product development and service delivery improvement. Launched the Networked Computing development as an expansion to the Managed Services offer portfolio.

***AT&T Bell Laboratories******Systems Engineer***

1988-1995

Individual contributor to the programs that were developed for Undersea Surveillance utilized by the DoD for their Navy Systems operations. Provided research and analysis on various system mechanical components, and supported the design, test and evaluation programs for system qualification, including start to finish development of a complex Seabed Tractor system utilized by both military and commercial undersea cable system repair facilities.

## **EDUCATION**

**MBA**, cum laude, Fairleigh Dickinson University

Attended the International Program, Wroxton College, England

**BS**, with honors, Mechanical Engineering, University of Massachusetts

## **AWARDS AND AFFILIATIONS**

- Approved IEEE Standards Association Contract Consultant (current activity)
- NIST Transactive Energy – Working Group Volunteer (2014 – present)
  - Approaches for Transactive Energy Microgrid Operation
  - Regulatory Guide to Adoption of Transactive Energy Systems
- NJ Clean Cities Coalition, Board Member, Treasurer (2009 – present)

Supported ongoing strategy and governance for the NJ branch of the DOE Clean Cities organization. Created the Distributed Technology Training Center proposal in response to DOE FOA 856 for a structured, consortia-led program for training next generation workforce on application of micro grid technologies. Developed partnerships with NJ BPU, NREL, and Stevens Institute of Technology.
- Vice Chair, SGIP Vehicle-to-Grid Domain Experts Working Group (2013-2014)
- Awarded US Patents:
  - No. 8,154,246 (2012) for innovative price responsive method for EV refueling
  - No. US20110130885 (2014) Method and system for managing the provisioning of energy to or from a mobile energy storage device
- Past Advisory Board Member, Madison, NJ Electric Utility (2007-2010)