

Monica Curtis, CEO, Energy Efficiency Alberta

Monica Curtis was appointed Chief Executive Officer of Energy Efficiency Alberta in April 2017. Under her leadership, the new agency has already implemented five hugely popular residential, commercial, non-profit and institutional programs, showing that Albertans are embracing energy efficiency and renewable energy.

As CEO, she is charged with delivering on a three-point mandate for the agency:

- Raising awareness about energy use and its environmental and economic consequences;
- Leading the design and implementation of energy efficiency, energy conservation, and small-scale renewable energy programs and services that help Alberta residents, businesses and industry save energy, money and the environment; and
- Promoting the development of an energy efficiency services industry in the province to help diversify and grow the economy.

Monica has designed, delivered, marketed, and measured energy efficiency programs since 1991. Her career in energy efficiency began with Edmonton Power (currently EPCOR) and SaskPower. Most recently, she served as Executive Vice President, Strategic Development and Energy Finance Solutions with WECC, a mission-based nonprofit based in Madison, Wisconsin. WECC delivers energy efficiency and efficiency finance programs and residential building science training for electric and natural gas utilities, and state and local governments across the United States of America.

Monica has championed cutting-edge programs ranging from energy advocate services and manufactured homes programs, to on-bill recovery for energy efficiency financing, and Property Assessed Clean Energy (PACE) financing. She has also led numerous energy-saving pilot programs to test new technologies and program designs, including utility demand response through smart thermostats, and program marketing based on geo-targeting.

Monica holds a Master of Business Administration from Athabasca University in Alberta and a Bachelor of Human Ecology from the University of Manitoba.

