

P. Richard Heimann

Profile Mr. Heimann has over twelve years of experience in managing energy projects, handling and evaluating energy data, and negotiating with energy providers. Efforts he has led have qualified energy projects for demand side management rebates, negotiated energy purchasing agreements for major clients, and evaluated the financial viability of various energy conservation technologies for clients, utilities, and government agencies. He is a certified Professional Energy Procurer by the Association of Energy Engineers (AEE).

Professional Experience 1999 – 2001 PWI Energy Philadelphia, PA

Senior Energy Analyst / Principal

Analyst – Developed procurement and risk management strategies to coordinate with demand management and conservation projects to achieve cost savings targets for multinational clients. Solicited and evaluated energy procurement efforts on behalf of clients in numerous deregulating markets in the U.S., Europe, and Asia. Directed utility data management efforts.

Principal – Established comprehensive utility management partnership with new multinational client. Directed successful rollout of program.

Project Manager – Managed engineers, analysts to achieve project goals and budgets.

Business Manager – Managed workflow and schedules for group of analysts, programmers.

1997 – 1998 Engelhard HexCore, LP Iselin, NJ

Sales and Marketing Manager

- Led effort to develop qualification and testing program for components
- Led effort to develop a new energy recovery wheel/cassette product line
- Established OEM partners working with Product Engineers, Marketing Managers, Vice Presidents and Presidents. Began joint marketing and selling through new distribution channels

1996 – 1997 Engelhard/ICC Hatboro, PA

Director, Marketing and Customer Service

- ◆ **Average product margin up 15%**
- ◆ **Sales up 200%**

Managed eight person marketing / administrative group which introduced and/or improved:

- Web site and intranet site
- Monthly newsletter targeted toward sales offices
- Series of case studies and applications guidelines
- Introduction of computerized order entry system and sales tracking database
- Developed technical training materials for engineering sales efforts

1995 – 1996

Product Manager

- ◆ **Average product margins up 25%**
- ◆ **Sales up 300%**

Managed four person marketing group which introduced and/or improved:

- Market-based pricing policy
- Product selection software

1988 – 1995 ICC Technologies Philadelphia, PA

Director, Energy Services

- Formed a working group of gas utilities to place the first field demonstration of a newly developed air conditioning unit in small commercial facilities.
- Arranged and managed a collaborative program between a supermarket chain, the Electric Power Research Institute, and an electric utility to field test the first waste heat-regenerated desiccant-based air conditioning unit.
- Arranged and managed an electric utility demonstration of the first all-electric desiccant-based air conditioning unit for small commercial applications.

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- Managed a series of industrial hygiene studies on the indoor air quality benefits of desiccant-based air conditioning equipment funded by the Ben Franklin Technology Center.
- Managed a product optimization project funded by the Gas Research Institute.
- Assisted in implementing investment strategy for small, publicly traded company through several rounds of financing.

1985 – 1988 International Cogeneration Corp. Philadelphia, PA

Assistant Director, Energy Operations

- Established database analysis system for evaluating feasibility of packaged cogeneration projects
- Performed site evaluations for physical location for cogeneration systems
- Acquired federal, state, and local permits for individual installations
- Administered central computer network

Education 1986 University of Pennsylvania Philadelphia, PA
Master of Science, Energy Management and Policy
Master of City Planning

1981 Cornell University Ithaca, NY
Bachelor of Science, Natural Resources

Publications ASHRAE Journal, Service Reporter, Cool Times (American Gas Cooling Center), Engineered Systems, Refrigeration Service and Contracting, Contractor, Air Conditioning News, Global Environmental Change Report, and the New York Times

Presentations Numerous ASHRAE and AEE chapters, Gas Research Institute, Electric Power Research Institute, The Alliance for Responsible CFC Policy, Gas Cooling Technology conference, Cool Times Television

Patents Co-inventor of two U.S. patents for desiccant-based air conditioning equipment

Professional memberships Certified Energy Procurement Professional
Member, International Association of Energy Economists
Associate Member, ASHRAE
Association of Energy Engineers