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NCSEA Elects Five New Members to Board of Directors

RALEIGH, N.C., December 10, 2018 – NC Sustainable Energy Association (NCSEA) today announced the election of five new members to its Board of Directors. Ron DiFelice, Ph.D., Co-Founder & Managing Partner, Energy Intelligence Partners; Vanessa King, Sustainability Consultant; Cris Masselle, Director, Strategic Client Marketing, BtB Marketing; Riza Jenkins Redd, Manager, Asset Management, Strata Solar; Owen Smith, Director, Utility & Grid Solutions, Trane. The Board of Directors will be chaired by James Ortega, Senior Counsel of Pinegate Renewables.

"I am delighted to welcome these individuals to NCSEA's Board of Directors. They each bring unique experience to the governance of our organization. NCSEA will benefit from their leadership as we work to develop North Carolina's energy economy, rooted in affordable and accessible clean energy opportunities for all," commented Ivan Urlaub, Executive Director of NCSEA.

Dr. Ronald DiFelice (Energy Intelligence Partners, Chapel Hill, NC) – Dr. Ron DiFelice is a long-time clean energy advocate and a leader in the field of energy storage, which will serve NCSEA's Board of Directors well as energy storage becomes a more important part of sustainability. He is an authority on energy storage, with over 17 years of experience across all types of energy storage, grid-edge technologies, and markets. He is a co-founder and Managing Partner at Energy Intelligence Partners (EIP), an energy storage developer and energy innovation consultancy. For the past 5 years at EIP, he has served as a consultant to developers, investors, utilities and Fortune 500 companies, and is currently co-developing over 500 MWhs of solar plus storage projects. Before launching EIP, Ron focused on technology commercialization and building businesses in energy markets. He was the Founder/CEO of a battery and renewable energy company that brought innovative power solutions to market for over 10 years and was co-owner of a lithium ion battery pack company serving military markets. Ron holds a Ph.D. in Chemistry from Virginia Tech and an MBA from Kenan- Flagler at the University of North Carolina at Chapel Hill.

Vanessa King (V.G.K Consulting, Asheville, NC) – Spending many years living across the world in Indonesia, Ecuador, Venezuela and Trinidad, Ms. Vanessa King brings a global perspective to sustainability. In her previous role as Sustainability Manager for Biltmore Estate in Asheville, NC, she helped the company develop, coordinate, and implement all activities related to environmental sustainability. In addition to working as a consultant at V.G.K Consulting, she currently acts as the Network Coordinator for the Southeast Sustainability Directors Network. Vanessa holds a bachelor's degree in Tourism Development at Western Carolina University, a master's degree in Sustainability Studies from Lenoir-Rhyne University, and is a Certified Renewable Energy Manager.



Cris Masselle (BtB Marketing Communications, Raleigh, NC) – Ms. Cris Masselle has more than 20 years’ experience in corporate marketing with an extensive background in planning and leading comprehensive marketing campaigns. In her broad experience across various industries, Cris has conveyed a wide variety of messages to an equally diverse array of target audiences, in such industries as consumer products; sustainability; medical devices; biologics; and chemicals. She has led the development of educational conferences and has expertise in directing the creation of marketing tools and steering the execution of promotions and advertising programs. In her current role at BtB Marketing Communications Cris works in partnership with the North Carolina State University Technology Incubator, where she assists the start-up companies with their marketing initiatives. Cris received a bachelor’s degree in English from Binghamton University, New York and an MBA in Marketing.

Riza Jenkins Redd (Strata Solar, Chapel Hill, NC) – Ms. Riza Jenkins Redd grew up in Winston-Salem, NC and completed her bachelor’s degrees in Business Management and Marketing at North Carolina A&T State University. Riza was the North Carolina Voter Empowerment Coordinator for the NAACP, where her key tasks included increasing voter registration, education, and get of the vote efforts. Riza received her law degree and master’s degree from Howard University. Riza remained in the Baltimore/DC area working for several years before returning home to North Carolina. Riza worked in the business office for the North Carolina Botanical Garden and learned about native plants and pollinators. In her free time, she learned about the sustainable energy industry with the hope of securing a role at a local solar company. In 2014, the Riza joined Strata Solar and currently manages the Asset Management department which has over 800 MW of solar assets across North Carolina and the United States.

Owen Smith (Trane, Charlotte, NC) –Mr. Owen Smith is Director of Utility and Grid Solutions at Trane, a leading global provider of building energy management solutions, and a brand of Ingersoll Rand. He leads Trane’s building-to-grid and utility programs, which leverage Trane’s strengths in building equipment, controls, digital solutions, and comprehensive energy management expertise to enable buildings and industrial sites to optimize energy use and act as resources to utilities and grid operators to provide energy, capacity, and ancillary services. Prior to joining the company in 2015, Owen was principal at Rocky Mountain Institute, a thought leading environmental non-profit focused on accelerating the transition to a clean energy future. He also held various leadership roles at Duke Energy from 2002-2013, with a significant focus on utility strategy and program implementation related to the full range of distributed energy resources and utility scale renewable energy technologies. Owen holds a master’s degree from Wake Forest University and a bachelor’s degree from East Carolina University.

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About NC Sustainable Energy Association

NC Sustainable Energy Association (NCSEA) is the leading 501(c)(3) non-profit organization that drives public policy and market development for clean energy. Our work enables clean energy jobs, economic opportunities, and affordable energy options for North Carolinians. Learn more about NCSEA, our mission, and vision at www.energync.org.