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NC SUSTAINABLE  
ENERGY ASSOCIATION

## NCSEA Elects New Board of Directors Chair

*Cris Masselle has been elected as the chairwoman of the Board of Directors for North Carolina's leading clean energy non-profit organization*

RALEIGH, N.C. (January 30, 2020) – [North Carolina Sustainable Energy Association](http://www.energync.org) (NCSEA), a leading non-profit organization that drives public policy and market development for clean energy in North Carolina, has announced the appointment of a new chairperson to its Board of Directors – Cris Masselle. Masselle, who has served as a NCSEA board member since 2014, is the director of Strategic Client Marketing at BtB Marketing Communications in Raleigh, N.C. Her appointment proceeds former NCSEA Board Chairman James Ortega, senior counsel of Pinegate Renewables.



With more than 20 years of experience in corporate marketing, including an extensive background in planning and leading comprehensive marketing campaigns across a variety of industries that support consumer products, sustainability, medical devices, biologics, and chemicals, Masselle will help lead the NCSEA Board of Directors in achieving its organizational strategy, policy, and development goals.

“We are thrilled to welcome Cris Masselle as the new chair of the NCSEA Board of Directors, and look forward to having her expand her leadership role within NCSEA,” said Ward Lenz, executive director of NCSEA. “Given her extensive industry experience and knowledge, and having served as a board member for the past six years, Cris has proven herself to be a valuable asset to our organization and committed to helping achieve the organizations’ initiatives and goals.”

“I am excited to serve as the chair of the NCSEA Board of Directors, and look forward to helping expand the organization’s diverse consortium of businesses and nonprofit leaders in an effort to advance clean energy initiatives across the state,” said Masselle.

In addition to her role at BtB Marketing Communications, Masselle also works in partnership with the North Carolina State University Technology Incubator (now HQ Raleigh – Centennial), where she assists start-up companies with their marketing initiatives. Masselle received a bachelor’s degree in Literature & Rhetoric, and an MBA in Marketing from Binghamton University, New York.

NCSEA has a 16-member directors board, which acts as the organization’s governing body, and is actively engaged in helping the NCSEA to support and attract clean energy jobs, economic opportunities, and affordable energy options for the benefit of all N.C. residents. For more information about NCSEA, please visit [www.energync.org](http://www.energync.org).

### About North Carolina Sustainable Energy Association (NCSEA)

North Carolina Sustainable Energy Association (NCSEA) is the leading 501(c)(3) non-profit organization that drives public policy and market development for clean energy. NCSEA’s 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](http://www.energync.org).

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