

Profile

A track record characterized by blending entrepreneurial vision, deep domain expertise and communication skills to successfully navigate complex regulatory and political environments to deliver results. Leadership and stakeholder engagement strategies guided by insights into the utility, legislative and public policy decision-making process at local, state, federal and international levels. An accomplished public speaker and acknowledged authority in the energy industry with three decades experience in start-up and established organizations from the public and private sectors.

Knowledge Base

Biomass Conversion for Fuel and Electricity, Carbon Capture and Sequestration, Carbon Offsets, Demand Response, Distributed Energy Resources, DOE Loan Guarantee Program, Energy Efficiency, Energy Policy, Energy Storage, Environmental Compliance for NEPA and CEQA, Infrastructure Siting and Permitting, Integrated Resource Planning, Issue/Election Campaign Management, Large Account Selling, Liquefied Natural Gas, Lobbying - State and Federal, Low Carbon Fuel Standards, Marketing/Communications, Mass Timber, Media Relations, Metering/Telemetry, Power Plant Siting, Prefab Construction, Produced Water, Project Development, Public Utility Regulation, Renewable Energy, Smart Grid, Solar Thermal Energy, Stakeholder Engagement, Title 24 Building Codes, Wholesale Energy Markets

Experience



Catalyst Partners

President

April, 2018 – Present

Mr. Desmond is President of Catalyst Partners, a consulting firm focused on innovative technology solutions for achieving decarbonization goals. Services include legislative and regulatory strategy, business development communications, marketing, grant application assistance, and project development. Representative clients include bioenergy, bioconversion, carbon capture and sequestration, long-duration energy storage technology companies, and private and non-profit organizations in the forestry/agricultural sectors. In 2019, Mr. Desmond was appointed by the Board of Forestry to the Advisory Council for the Joint Institute for Wood Products Innovation to help guide support for carbon-beneficial, sustainable forest management in California.



Katerra, Inc.

Vice President, Government & Regulatory Affairs

August, 2017 – March, 2018

Katerra is a start-up construction technology and services provider - integrating development, design, technology, material sourcing, prefabricated component manufacturing and labor - into a single offering; the company will start producing cross-laminated timber (CLT) in 2019. At Katerra, Mr. Desmond provided guidance on issues, regulations and legislation impacting the company's technology and manufacturing initiatives and led efforts to secure more than \$10 million in state income tax incentives.

Desmond played a pivotal role to grow the U.S. market for engineered wood products by leading a national outreach and education campaign for expanding the use of mass timber for tall wood buildings through the International Code Council (ICC) code amendment process; the ICC Committee adopted a motion 13-1 to recommended approval of the changes in March for consideration by ICC voting members later in the year.

He implemented a software platform for real-time discovery, monitoring and analysis of state and federal legislation and regulation, as well as tracking local building code changes. Most notably, Desmond's lobbying support in Washington State contributed to achieving overwhelming bi-partisan support for SB 5450 – an act directing the State Building Code Council to adopt rules for CLT in residential and commercial construction, consistent with ICC standards, and signed into law by Governor Inslee.



BrightSource Energy, Inc.

Senior Vice President, Marketing & Government Affairs

August, 2011 – July, 2017

BrightSource Energy is a global leader in the design and development of concentrating solar thermal technology used to produce high-value electricity and steam for power, petroleum and industrial process markets worldwide. At BrightSource, Mr. Desmond was the company's spokesman and responsible for all marketing, communications, government and regulatory affairs.

Selected Accomplishments:

- Following permit agency recommendation to reject amendment needed to proceed with \$2 billion project, brought in as a member of joint venture team to reverse decision; responsible for state and federal permit agency outreach. Represented company's interests while guiding legal strategy, developing evidence and reviewing testimony. Nine months intensive effort resulted in agency recommendation to approve, a rare reversal of position.
- Produced industry-leading technical report for utilities, regulators, grid operators and policy makers summarizing the economic and reliability benefits of concentrating solar power with thermal energy storage.
- Achieved a 5-0 vote in support of amended Power Purchase Agreements valued >\$4 billion by the California Public Utilities Commission; educated regulators to justify differentiating the company's technology and award it enhanced value; managed stakeholder outreach and support plan to overcome significant Commission staff resistance and competitive intervention to proposed contract amendments.
- Successfully leveraged U.S. Government bilateral engagement with China to advance BrightSource's commercial interests, earning the active support of the Departments of Energy and Commerce, the U.S. Commercial Service and the National Renewable Energy Laboratory.
- Launched website featuring improved functionality and content management system to reduce maintenance costs and improve analytics. Optimized website for mobile access, expanded and curated content to drive traffic.
- Obtained extensive earned media coverage in connection with the Ivanpah project, with emphasis on the company's technology and environmental/development best practices; featured in Time Magazine, USA Today, New York Times, National Geographic, C-Span, KCET (PBS) and the Washington Post.
- Expanded brand and project awareness working with Grammy award-winning recording artists, The Fray, whose members are supporters of renewable energy, to use Ivanpah images for their latest album, Helios.
- Managed development and production of the company's IPO Roadshow presentation materials.



Ice Energy, Inc.

Executive Vice President and Chief Marketing & Business Development Officer
August, 2010 – July, 2011

Mr. Desmond developed and drove strategic marketing and business initiatives at Ice Energy, a leading provider of smart grid enabled, distributed energy storage solutions, positioned at the forefront of the emerging energy storage market. To support sales and achieve wide-scale adoption of the company's approach and technology, executed a re-branding of the company while positioning Ice as a thought leader on all things related to distributed storage. Strategy implemented through new identity, messaging, website design, collateral development, content creation, videos and integration of social media tools.

Secured significant earned media through editorial influence and technology award competitions, resulting in steady, favorable press coverage. Leveraged best practices to achieve significant following on social media sites such as Twitter. Website content strategy yielded top Google search results for relevant keywords. Electronic newsletter open rate exceeded 26%. Launched new tradeshow strategy and booth design to dramatically increased traffic and qualified leads.

Lobbied alongside Attorney General (later Governor) Brown's staff to secure passage of AB2514, a landmark bill designed to expand policy support for energy storage in California. Bill was signed into law within the first year of its introduction. Provided leadership on specific sales initiatives, coordinating internal company resources to prepare cost-justification for large scale storage investments within a utility integrated resource planning framework.



NorthernStar Natural Gas

Senior Vice President, External Affairs
December, 2006 – June, 2010

Mr. Desmond was responsible for day-to-day management of the organization's external affairs activities through a diverse team of employees, third-party consultants, attorneys and lobbyists, helping guide the company's Bradwood Landing project to become the first U.S. West Coast LNG import terminal to win approval from the Federal Energy Regulatory Commission for a site to be located on the Columbia River. He integrated relevant legal, engineering, financing and development work into the organization's communication activities to ensure message consistency, accuracy and credibility with all stakeholder groups and was company spokesperson for all media.

The project received three Editorial Board endorsements in a challenging political environment from The Oregonian, the region's largest daily newspaper. A key element of the permitting strategy was the Salmon Enhancement Initiative, reflective of the firm's commitment to sustainable development and environmental, economic and community health. The \$59 million initiative far exceeded regulatory requirements and represented the largest private commitment ever made to preserving and enhancing the salmon population in the Columbia River estuary.

He developed successful statewide and local coalitions with community leaders, businesses and unions to support the project. At the County level, Desmond managed a ballot initiative and defended against three County Commissioner recall campaigns while successfully securing land use amendment approvals.



State of California

*Undersecretary for Energy Affairs
Chairman, California Energy Commission
Deputy Secretary of Energy, Resources Agency
2004 – 2006*

Appointed by Governor Schwarzenegger, Joseph Desmond was responsible for coordinating and implementing energy policy across state agencies in the time period following California’s energy crisis, interacting with Federal agencies and neighboring states, and advising the Governor on all energy matters. He served as the primary spokesman to the media on energy matters for the administration. In the first 20 months of public service, he participated in more than 100 speaking engagements on topics including electricity policy, advanced metering, distributed generation, R&D, transportation fuels, renewable energy, LNG, technology investment and energy efficiency. He routinely testified on behalf of the Administration before the legislature, state agencies and Congress.

In his role as Chairman, Desmond was responsible for a 550 person staff, presiding over numerous proceedings and initiatives at the Commission, including siting cases for thermal power plants. During the Governor’s first term, California licensed twelve power plants adding 6,260 megawatts to the California grid. Ten power plants began commercial operations, delivering 4,408 megawatts of needed capacity.

Mr. Desmond was actively involved in resource adequacy rules, Investor-owned utility procurement proceedings, transmission and natural gas issues, California Independent System Operator (CAISO) market design, Department of Water Resources (DWR) contract renegotiations, state and federal energy legislation and settlement negotiations connected to ongoing litigation. Mr. Desmond coordinated the Western Governors Association efforts to adopt resolutions in support of developing clean, renewable energy across the West and served as representative to the Western Interstate Energy Board. At the federal level, Desmond led lobbying efforts on key provisions related to the Energy Policy Act 2005 on energy efficiency, renewables and transmission. In California, he was instrumental in crafting landmark legislation that became known as California’s Solar Initiative and developing the nation’s first Greenhouse Gas performance standard for electricity procurement.



Infotility, Inc.

*President & CEO, 2000 – 2004
Chairman, 2004 – 2012*

Founded successful research and software development practice focused on systems integration work connecting wholesale and retail energy markets in real-time for risk management applications. Through state and federal research contracts, Infotility pioneered the development of GridAgents, the SmartGrid industry’s first intelligent agent-based software for electric grid control applications and integration of Distributed Energy Resources. The company also developed InfoNow, a real-time publish/subscribe software platform for automating demand response. Provided aggregation services through the CAISO; clients included APX and Stanford Linear Accelerator. Project clients included Electric Power Research Institute, California Energy Commission and ConEdison.

In July 2001, Desmond was elected Co-chair for the Silicon Valley Manufacturing Group’s Energy Committee, leading SVMG’s energy policy advocacy efforts during and after the energy crisis. He continued to serve in

that role until his appointment by Governor Schwarzenegger. He was an active participant in numerous CPUC proceedings on utility procurement, resource adequacy, advanced metering, energy efficiency and PG&E's Proposed Settlement Agreement. Desmond also served on the energy committee for Governor Schwarzenegger's transition team, developing an energy policy document and action plan recommendations for the incoming Administration.

 **Electronic Lighting, Inc.**
President & CEO, 1997 – 2000

Recruited for CEO position at a venture-backed manufacturer of controllable lighting systems for company turn-around and sale. Refined the company's focus and value proposition to expand revenue potential by 10x per project. Arranged corporate bridge financing, implemented new identity and marketing campaign. Discontinued agent network and replaced with direct sales strategy, hiring all new staff. Introduced new product lines and field technical support services. Increased sales pipeline from \$300k to \$19 million in 18 months. During tenure, relocated manufacturing from China to Mexico and established a joint venture with an Austrian lighting manufacturer.

 **Parke Industries, Inc.**
Vice President, 1996 – 1997
Western Division Manager, 1993 – 1995
Director of Marketing, 1991 – 1992

Parke Industries was an energy services company with emphasis on commercial and industrial lighting retrofits, controls and fixtures for new construction. As Vice President, Mr. Desmond had company-wide P&L responsibility for ten branch offices across the U.S. and corporate marketing. Personally responsible for \$3 million in energy savings performance contract sales. Implemented sales force automation program and database driven marketing campaigns. Expanded product offerings.

As Division Manager, increased revenue from \$4 million to \$11 million with \$1.6 million net income in 20 months. Successfully negotiated major project with Los Angeles County for \$2.3 million at a 78% energy cost savings, the recipient of EPA's Green Lights Project-of-the-Year Award. Developed marketing collateral and standardized messaging. Implemented B2B sales training programs. Created the "17 Costly Lighting Retrofit Mistakes" marketing campaign, recognized by Energy User News Magazine as the most successful direct response ad campaign in the publication's history.

 **Taunton Municipal Lighting Plant**
Marketing & Demand Planning Administrator, 1987 – 1991

Working in the Power Supply Planning Department of a municipal utility, designed and implemented innovative energy efficiency and demand response programs for residential and commercial customers that garnered national and international attention. Participated in load forecasting, regulatory compliance filings, cost-of-service studies and the development of an integrated resource plan. Also responsible for utility marketing and communications, including annual reports, newsletters and community outreach activities, including support for a proposed circulating fluidized bed coal plant.

Education**Northeastern University**

- Bachelor of Science, Magna Cum Laude, 1987
- Concentration: Marketing, Finance and Management
- Recipient, College of Business Outstanding Student Achievement Award

Boards and Affiliations

Mr. Desmond currently serves on the Advisory Council of the Joint Institute for Wood Products Innovation. For seven years, he was a Board Director for the American Council on Renewable Energy (ACORE) and Advisory Board Member for the Precourt Institute for Efficiency at Stanford University. He was Vice-Chair of the U.S. Department of Commerce Renewable Energy and Energy Efficiency Advisory Committee (REEEAC) and was on the Board of Directors of the California Foundation on the Environment and the Economy (CFEE). Desmond served as an Advisor to Clemson University's Wood Utilization and Design Institute and founded the Concentrating Solar Power Alliance (CSPA). Mr. Desmond was a Board member for LIME Energy, Inc., a publicly-traded company, including as a member of its Audit Committee.

Desmond has been active in numerous industry associations, including the Carbon Capture Coalition (CCC), the Carbon Utilization Research Council (CURC), the California Energy Storage Alliance (CESA), the Solar Energy Industry Association (SEIA), the Large Solar Association (LSA), the Concentrating Solar Power Alliance (CSPA), the Center for Energy Efficiency and Renewable Technologies (CEERT), the Produced Water Society, the National Association of Energy Service Companies (NAESCO) and the GridWise Alliance.