



Channel Partnership Highlights-Examples

What Are Channel Partnerships in Energy Software?

A channel partnership is when a third party—such as a consultant, VAR (value-added reseller), or integrator—sells or implements your software on your behalf. In energy, this often means:

- Energy consultants bundling your platform with advisory services.
- Hardware vendors embedding your analytics into their devices.
- System integrators deploying your software as part of digital transformation projects.

Types of Channel Partners That Fit Energy Software

Partner Type	Role in Energy Ecosystem	Example Use Case
Energy Consultants	Trusted advisors to utilities, corporates	Use your software to model PPAs or optimize load
VARs / Resellers	Sell bundled solutions	Bundle your EMS with smart meters or BMS
System Integrators	Implement complex solutions	Deploy DERMS or SCADA integrations
OEM Hardware Vendors	Embed software in devices	Add your analytics to inverters or EV chargers
ESG Platforms	Track emissions and compliance	Integrate your energy data for Scope 2 reporting

Here is an **example of successful partner programs** in the energy and sustainability software space, each offering a unique model you can draw inspiration from:

Ampion – Community Solar Partner Program

See this link: <https://ampion.net/community-solar/partners>

It is found in a larger list from this database.

[Listed in the Sustainability Partner Programs Database](#)

◆ Why It Works:

- **Focus:** Community solar subscription management.
- **Partner Types:** Energy consultants, municipalities, and clean energy brokers.
- **Value Prop:** Partners help customers enroll in local solar projects, while Ampion handles billing, compliance, and reporting.

Takeaway:

Ampion's program succeeds by simplifying a complex regulatory product (community solar) and enabling partners to focus on customer acquisition.

What Kind of Person Might Manage Channel Partnership

Here's a job description that might be posted for a kind of candidate.

In my opinion, *it asks for too many things*. But, it's a start. I'd be happy to discuss with managers how one might tweak it to get the right response.

Job Title: Sales Channel Manager – Energy Software

Job Summary

As a Sales Channel Manager in the energy software space, you will be responsible for developing and managing strategic partnerships with resellers, system integrators, and energy consultants to drive adoption of our digital energy solutions. Your mission is to expand our market footprint across utilities, data centers, and commercial/industrial sectors by enabling partners to deliver value through our software platform—whether it's for energy procurement, grid optimization, or sustainability reporting.

Key Responsibilities

- **Channel Strategy & Execution**
 - Design and implement channel strategies aligned with energy sector trends (e.g., PPAs, DERs, grid decarbonization).
 - Define partner tiers, incentives, and enablement programs to drive performance.

- **Partner Recruitment & Enablement**
 - Identify and onboard new partners with expertise in energy procurement, EMS/BMS, or sustainability consulting.
 - Deliver training on product capabilities, use cases (e.g., load forecasting, carbon tracking), and sales playbooks.
 - **Pipeline Development & Forecasting**
 - Collaborate with partners to build joint pipelines and co-sell opportunities.
 - Track partner-influenced revenue, deal velocity, and conversion rates using CRM tools like Salesforce.
 - **Cross-Functional Collaboration**
 - Work with product, marketing, and customer success teams to align on go-to-market campaigns and partner feedback loops.
 - Support product launches and regulatory updates relevant to energy markets (e.g., FERC, ISO/RTO changes).
 - **Market Intelligence & Thought Leadership**
 - Stay informed on trends in energy transition, digital twins, and structured power deals.
 - Represent the company at industry events and partner forums.
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General Skills & Qualifications

- Bachelor's degree in Business, Engineering, Energy Management, or related field (MBA or MS in Energy Systems a plus)
 - 5+ years in channel sales or partner management, ideally in energy software, renewables, or grid tech
 - Familiarity with energy procurement platforms, SCADA/EMS systems, or carbon accounting tools
 - Strong understanding of sales metrics, CRM systems (Salesforce), and partner ecosystems
 - Excellent communication, negotiation, and relationship-building skills
 - Ability to travel for partner meetings, site visits, and industry events
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Preferred Experience

- Experience working with or selling to utilities, IPPs, or large energy buyers (e.g., hyperscalers, RE100 companies)
 - Knowledge of structured energy deals (e.g., PPAs, VPPAs), DERMS, or ISO market participation
 - Exposure to partner programs with Microsoft, AWS, or Schneider Electric
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KPIs for Success

Metric	Description
Partner-Sourced Revenue	Revenue generated through indirect channel partners
Pipeline Velocity	Speed at which partner deals move through the funnel
Partner Activation Rate	% of onboarded partners actively selling within 90 days
Market Penetration	Growth in target verticals (e.g., data centers, utilities)
Partner Satisfaction	Measured via NPS(Net Promoter Score) or quarterly feedback loops

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