

The Quiet Revolution in Demand Response/VPP and DERMS

In the past five years, the technology associated with managing remote generation and storage has dramatically improved.

Now, the Independent System Operators (ISO's) can dispatch generation more easily and quickly. Moreover, the firms in the Demand Response Business can as well.

DERMS(Distributed Energy Resource Management Systems) are getting more robust daily.

The electric utilities know this and are using these systems to maintain system reliability amid increasingly volatile demand.

The icing on the cake is the general increase in power prices, driven in large part by datacenter growth. Those higher prices pay for further software and hardware development.

The largest Demand Response Aggregators and those who aggregate VPPs(Virtual Power Plants) are reflecting this growth.

COMPANY	DR Capacity
Enel X	8,000 MW globally
CPOWER	5,000 U.S.
Voltus	2,500 U.S.
Leap	1,000 U.S.

The Associated Jobs Are Growing Too. Particularly Sales and Marketing Jobs

If you're already in the sector, congratulations. But you need to keep up with the competing firms. They are all hustling to capture the moment of growth.

The data from our recent survey of software firms and DERMS-Related firms shows great growth in sales and marketing positions.

Company	Mkting	Sales
500-1000 group %	19%	23%
100-500 group %	20%	20%
1-100	24%	17%

JobTypes

If we have talked in the past, you know that we promote the idea of looking for job types on the internet, not to submit an application, but to determine a) what kinds of jobs are out there and b) what types of companies have these jobs.

Once you understand the jobs, you can contact us or other industry specific recruiters to discuss potential jobs at the right employers.

You can find a free eBook on this subject: “Identifying and Pursuing Renewable Energy Jobs” our bookstore page at

<https://www.rockwoodenergysearch.com/bookstore>

This is important in Demand Response/VPP and DERMS since the job titles vary so much from company to company. A pure job titles search isn’t very productive.



Furthermore, the job postings on LinkedIn and Indeed.com are not that great. You need to go to some of the firm’s jobs pages directly for good background info.

DERMS posting are a mess. In many cases, you find dermatology jobs, nothing to do with energy.

Same story with Virtual Power Plants(VPP)—you don’t find much of anything.

Sample Sales and Marketing Roles in the Space

Market Development Specialist

Must have expertise in wholesale electricity markets and demand response. The incumbent will evaluate future markets and potential DR programs to enter and then coordinate the cross-functional launch process.

Customer Success Associate

The Customer Success Associate ensures customers enter the market efficiently and ready to perform successfully to earn demand response payments.

Manage new and existing customer onboarding from start to finish and providing ongoing account support. You will be the primary point of contact for our customers throughout their onboarding journey and will partner with our Sales, Operations, and Energy Markets teams to deliver the best possible experience to our customers.

You will schedule and lead business meetings with internal teams and customers and effectively communicate the onboarding status to avoid any delays.

You will have four primary objectives:

- Reduce the time it takes a customer to enter the market and ensure they are prepared to perform and earn money
- Eliminate internal seams so other staff members can work efficiently
- Maintain and grow customer relationships beyond onboarding
- Provide Sales team with ongoing account support

Partnerships Sales Associate

Key Responsibilities:

Prospecting:

- Identify and develop new prospects from multiple sources including prospect lists, discovery, and individual research.
- Achieve market certifications to sell DR programs across all 9 markets including understanding baseline and performance calculations, program rules and curtailment strategies for C&I customers.

Outreach, Qualification and Meeting Scheduling

- Accept inbound and perform outbound telephone calls to identify sales opportunities.
- Thoroughly vet prospective partner leads through initial qualification meetings prior to Partnership Sales Director (PSD) support. Maintain a deep understanding as to where the prospective partner fits into firm's overall partner ecosystem.

Ongoing partner/deal support

- Develop relationships with key decision makers, understand partner and their end customer needs, report on account activity, and assist in developing an integrated value proposition between the firm and partners.
- Work with signed partners to qualify their customers for DR and assist the SD with proposal generation and winning the end customer's business.

Desired Skills

- Based in the United States
 - College degree required
 - At least one year of experience within a sales organization.
 - Aptitude for sales and the courage to prospect. You've gotta love to sell and hit those goals!
 - Top-notch communication - in person, written and presentations.
 - Technology minded, with the ability to explain high-tech info to a variety of audiences, including highly advanced energy users and professionals.
 - Interest or experience with energy markets is required.
 - A passion for networking, establishing rapport with potential clients and sharing our mission.
 - Dedicated to giving and receiving feedback in all directions for the good of each teammate and the organization.
 - Experience with tools like PowerPoint, Salesforce, Google Suite and Excel.
 - Passion for clean energy and sustainability.
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Account Executive (for a specific ISOs)

The Account Executive would focus primarily on selling demand response, energy management and

ADR services to commercial, industrial and institutional customers. Identifies opportunities through multiple channels, cultivating and maintaining relationships with:

- commercial/institutional/industrial firms;
- energy brokers and consultants;
- providers of energy efficiency;
- automation,
- and distributed energy solutions.
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We are looking for candidates who will manage enrollment of Demand Response programs into the Independent System Operator (ISO) responsible for electricity grid reliability.

Actively manages prospect pipeline in the CRM, updating status, projected enrollment, probability to close, close date and other key elements to ensure proper priority setting and management visibility.

Background Desired

- 5-10 years of business to business and/or consultative selling or 5 years energy-related selling experience.
- 4 year technical or business degree preferred.
- Complete knowledge of regional programs and products and understanding of energy market structure with adherence to market rules emphasized.
- Ideal candidate has experience solution selling leveraging building management systems or controls automation.

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If you have questions or suggestions, drop me a note.

Charles

<mailto:crbamford@rockwoodenergysearch.com>