



Laura Raymond, Chief Commercial Officer

Laura ensures a “win-win” approach with Innovari’s customers while actively engaged in ensuring organization-wide collaborative financial and operational excellence. Laura brings over three decades of utility industry experience across the energy value chain spanning from producer to end-use customer. Laura has held leadership positions over both large, established utility and energy industry business units as well as in spearheading new major utility business initiatives in new markets. Her roles have ranged from engineering, operations, and senior management positions in power generation and wholesale and retail gas and power, to positions in business development enabling technologies that will define the electric grid of the future.

Laura has also served on the Corporate Risk Committees of major utilities and energy companies. She lent her expertise to the Houston Technology Center where she served as an Energy Advisor.

REPRESENTATIVE EXPERIENCE

Direct Energy. Senior Vice President. Strengthened customer service, front and back office operations and IT serving 3 million residential retail gas and power customers across North America, with substantial cost savings. Consolidated operations processes with Six Sigma designs.

Exelon Power Team. President of Exelon Energy and Vice President of Marketing and Business Development. Led C&I retail gas and power business unit. Led creation and execution of longer term transactions for a 38,000 MW generation portfolio including sales of energy, capacity and options, auction participation and restructuring of legacy Power Purchase Agreements (PPAs).

Shell Trading. Senior Vice President. Led structured transactions of gas, power, transportation and emissions. Developed business unit of energy optimization services to C&I customers. Designed and started-up new retail C&I power business growing from zero to \$10 million margin in two years.

Shell Gas & Power. General Manager, Power Plant Development. Led core competency development and engineering team for Shell’s power investments globally.

OSIsoft. Smart Grid Business Development Executive. Fostered C-level relationships. Formulated strategy and analysis for the power and utilities vertical, including opportunities and impacts of the smart grid on utilities and their commercial, institutional and industrial customers.

Laura Raymond

Services

Strategic Planning
Structured Transactions
Operations
Business Development and
Sales Leadership
Joint Ventures
New Business Start-ups

Education

BS, Mechanical Engineering
Stanford University

INSEAD, Executive Education
Leadership Development
Program for Shell Executives