

# Efficiency Made Easy

## Alliance Partner Quarterly Newsletter

Edition: Q1 2020

Alliance Partners,

Congratulations on a successful 2019 as we continue to mutually grow our businesses! Thank you for your contributions and we are excited for what 2020 has in store. In 2019, together we exceeded over \$50 million in revenue with over 200 projects with an increase in the number of alliance partners using EME year over year! Our opportunity to grow together is significant as the market has increasing needs and customers are asking for more creative solutions. We look forward to continuing to work together in 2020; our goal continues to be driving success together with our valued Alliance Partners: You!

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Constellation, Efficiency Made Easy

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### EME PRODUCT FEATURE HIGHLIGHT

With EME, the customer owns the asset. No leasing or third-party loans! If the customer chooses, they can depreciate the asset and if it qualifies accelerate the depreciation all in the first year resulting in a tax savings leveraging EME dollars. Have questions; reach out to your Business Development Manager or Account Manager.

### FEATURED STORY: SOLUTION SALES ORGANIZATION

At Constellation, we have a long track record of leveraging relationships [and investments] to commercialize innovative solutions to meet customer needs and increase our relevancy in the marketplace. You are familiar with our time-vetted product, Efficiency Made Easy (EME). More recently, we began offering [Constellation Offsite Renewables \(CORe\)](#). These energy solution innovations are critical to our future as we strive to meet our customers' changing needs to meet energy and sustainability goals. We believe customers will continue to demand more and, as a result, Constellation has established a new Solutions Organization.

In addition, a newly created role, Executive Director, Solution Sales, will provide the leadership to consolidate our proven solution sales, share learnings and drive accountability. Areas of responsibility for this new leader will include: Constellation Offsite Renewables (CORe), Commodity Management Group (CMG), Efficiency Made Easy (EME) and future solution sales as they arise.

## EME TEAM SPOTLIGHT: Raj Bazaj, Executive Director, Solution Sales



Raj Bazaj has been named Executive Director, Solution Sales, and will have responsibility for the CORE business, Commodities Management Group (CMG), and EME team. The Solution Sales team will work with the direct and indirect sales teams to continue to expand our established products, to grow the sales of the Commercialized Products team, and to provide solutions that create value for our customers. Raj brings to the team tremendous sales leadership, which includes his current role leading his team in the Great Lakes and New York region and prior roles leading multiple territories. Raj has also held leadership roles in sales, technology development, and product management across other industries.

## FY 2019 TOP 5 ALLIANCE PARTNERS

1. Rich Energy, NJ.
2. Efficiency Aggregators, TX.
3. EZ Energy Management, NJ
4. Commonwealth Energy, PA.
5. General Energy, IL.

*\*This list reflects a combination of margin contribution and volume of deals.*

## EME ALLIANCE PARTNER SPOTLIGHT

**Tudi Mechanical Systems** is a leading Western, PA. HVAC, Plumbing & Electrical Services company located in Pittsburgh, PA. Tudi Mechanical is focused on providing customers with solutions that improve the quality of the building environment, lowering operating costs and providing ongoing services to ensure optimum performance. In late 2018, Tudi Mechanical began working with Constellation and recognized the value Efficiency Made Easy (EME) can bring to its customers and business growth. Tudi Mechanical has since quickly become a top performing EME alliance partner leveraging EME to solve day-to-day customer needs and larger capital projects. Congratulations Tudi Mechanical for an outstanding 2019!

## DID YOU KNOW...?

Annual energy efficiency spending in North America is expected to reach nearly **\$11.3 billion in 2028** with a compound annual growth rate of 4.6% over the forecast period (2019 – 2028). Decreasing technology prices and third-party energy efficiency program administration, vendors and service providers are helping to drive energy efficiency spending in North America. *Source: March 5, 2019, Market Watch, Navigant Research.*

## RESOURCES FOR YOU

### Our New EME “How It Works” Video

Find it at  
[www.constellation.com/eme](http://www.constellation.com/eme). A great way to intro EME via an email link or in-person

### Constellation’s Blogs and Newsletters

[Subscribe at this link](#) to find customer stories, energy market updates and other useful information for sharing with customers.

### Constellation’s EME Brochure

Need material to bring to a customer meeting?  
**See attached** for the latest EME Brochure.

**Thank you for your continued support and focus.**

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