



Claire Fulenwider, Ph.D.
Executive Director,
Northwest Energy Efficiency Alliance



Claire Fulenwider currently is the executive director of the Northwest Energy Efficiency Alliance, a nonprofit organization whose focus is to encourage the use of more energy-efficient technologies and practices in the Northwest.

Claire Fulenwider has 30 years of leadership experience in the energy industry and has a passion for energy efficiency, conservation and the environment. Immediately after completing her doctorate in political science/public policy at the University of Wisconsin at Madison in the 1970s, she served as Director of Energy Policy Research at the Wisconsin Center for Public Policy, where she managed various grants related to conservation, renewable energy and appropriate technology.

At Madison Gas & Electric she was hired as manager of conservation services with a staff of one in the early 1980s, growing that into a division of about 200 which included marketing and customer services. As Executive Director of Marketing and Customer Services she reported to the CEO and was instrumental in creating the Energy Center of Wisconsin, a successful state organization focused on energy efficiency and demand side management. Claire spent several years working for energy service consulting companies, serving as a principal and head of the Madison Xenergy office and then A&C Enercom. Moving to Wisconsin Power and Light (WPL) as Vice President of Business Development, she also assumed responsibilities as President and Chief Operating Officer of Heartland Energy Group, a power and gas marketing company that partnered with Cargill Corporation. She subsequently led the merger team of Alliant Energy's marketing and customer services that unified the energy and customer services personnel of the three participating utilities (WPL, IES and Interstate Power). More recently, she has been involved in consulting and lecturing around energy efficiency, including training and development projects on energy efficiency with the American Public Power Association and for US AID in several states in India.

Claire, an avid angler who sometimes catches fish and faithfully releases them, is thrilled to be surrounded by the Northwest's abundance of water and all the recreation that it brings with it.