

Becca Yates



Executive Director,
Northwest Energy Efficiency Alliance

Becca Yates is the Executive Director of the Northwest Energy Efficiency Alliance (NEEA), whose purpose is to pool resources and share risks to transform the market for energy efficiency to the benefit of all consumers in the Northwest.

A strategist, an innovator and a skilled collaborator, her tenure at NEEA began in 2008. In that time, she has led program marketing, long-term business planning efforts, stakeholder engagement initiatives, corporate communications, and workforce development projects.

Yates steps into her role as Executive Director as the alliance’s Board of Directors develops its 2025-2029 business plan. These plans will outline NEEA’s comprehensive five-year strategy to ensure that NEEA’s Market Transformation work in energy efficiency will support the region in addressing evolving energy, capacity, and resource adequacy priorities.

Yates began her career working in communications and marketing positions for global security think tank, the Carnegie Endowment for International Peace and Foreign Policy Magazine in Washington, DC. She holds a bachelor’s degree in International Studies and Political Science from Pepperdine University and an MBA from the University of Oregon - Charles H. Lundquist College of Business.

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