Executive Team

Susan Stratton  Executive Director

Susan Stratton is the Executive Director of the Northwest Energy Efficiency Alliance (NEEA) whose purpose is to accelerate energy efficiency in the Northwest working in collaboration with 140 utilities and energy efficiency organizations. Susan has led NEEA since 2012. She has 40 years of experience leading both NGO and government organizations focused on energy efficiency. As Executive Director of the Energy Center of Wisconsin, she led energy efficiency and renewable energy research, demonstration, program design, and education initiatives in the Midwest. As a key participant and influencer in Midwest energy policy, she supported Wisconsin as a leader in energy efficiency and renewable energy sources over many years and led the development of the statewide efficiency program in Indiana. Susan has also served as a utility regulator in Wisconsin and Virginia, and led the Public Utility Institute at the University of Wisconsin. Susan holds master’s and bachelor’s degrees in Economics from Le Moyne College, Virginia Commonwealth University and the University of Wisconsin. Susan serves on the Boards of the ACEEE and CEE.

Kyle Burchard  Director of Business Administration

Kyle Burchard joined NEEA in 2018. Kyle oversees the Business Administration department, which provides finance, information technology, contracting, legal and office management services for NEEA.

His previous experience includes working in multiple finance and sales operations functions in the technology industry for Dell and Autodesk, and most recently served as a Financial Operations Director for CLEAResult, a national energy consulting firm. Kyle received a bachelor’s degree from Vanderbilt University and holds an MBA from the University of Texas at Austin.

Julia Harper  Director of Market Development + Transformation

Julia Harper joined NEEA in 2011. In her current role, Julia leads and advances NEEA initiatives, programs, market strategy, and codes and standards efforts designed to transform the market and advance the region’s energy efficiency capability and results. Julia’s career began in the energy industry, with 12 years working for a major domestic energy producer. After moving to Portland, Julia transitioned into the high technology industry and spent several years in management and executive roles with ESI and RadiSys.

Most recently, Julia spent two years as the Finance and Administration Director for the YWCA of Greater Portland. Julia has a bachelor’s degree in Accounting from the University of Texas at Arlington and a MBA from Southern Methodist University.
Susan Hermenet
Director of Research, Evaluation + Analytics

Susan Hermenet joined NEEA in 1999 where she currently holds the position of Director of Market Research, Planning and Evaluation. In this role, she oversees four areas: portfolio management; initiative lifecycle management process; cost effectiveness analysis and modeling; and cost effectiveness and energy savings reporting. Prior to coming to NEEA, Susan spent over eight years in private sector, working in marketing and sales positions. Over seven of those years, was with Tetra Pak, Inc., a food processing and packaging company, where she held positions ranging from Northeast Regional Sales Manager to Director of Marketing. Susan received her MBA from the William E. Simon Graduate School of Business Administration at the University of Rochester in Rochester, New York and a BS from Cornell University in Ithaca, New York. Susan was raised on a commercial fruit farm in Western New York. She enjoys many activities, including gardening, cooking, and spending time with family.

Jeff Harris
Chief Market Transformation Officer

Jeff Harris is NEEA's Director of Technology and Market Strategy, where he manages the efforts to build a “pipeline” of commercially available energy efficiency technologies for the region. For more than 25 years, Jeff has been at the forefront of the Northwest’s energy efficiency work. Jeff began his career working on energy efficiency R&D projects for Bonneville Power Administration (BPA) where he helped launch BPA's new residential construction program and corresponding energy codes effort. After joining the Northwest Power and Conservation Council (NWPOCC) in 1989, Jeff contributed to the Third and Fourth Power Plans for the region, and significantly influenced the creation and adoption of more simplified and stringent energy codes across Northwest. While “on loan” from NWPOCC, he helped NEEA get off the ground in 1996, and then joined NEEA as a full-time staff member in 2001, managing NEEA's new product development group. While at NEEA, Jeff has also played a key role in developing its commercial, residential and industrial sector market transformation strategies and evaluation methods. Over the span of his career, Jeff has also been a leading advocate for building operation efficiency and commissioning, helping found the Northwest Building Commissioning Collaborative, an organization that was a forerunner to the now named International Building Commissioning Association. Jeff also helped found and is on the Board of Directors of the New Buildings Institute (NBI), a non-profit organization which supports emerging technologies and improved codes and standards for commercial buildings. Jeff holds a Bachelor's of Science in Electrical Engineering and a Master of Science in Mechanical Engineering from Oklahoma State University. Jeff was recognized for his lifetime contribution to energy efficiency by the American Council for an Energy-Efficient Economy (ACEEE) in 2012.

Becca Yates
Director of Stakeholder Relations, Strategy + Communications

Becca Yates joined NEEA in 2008. In her current role, she leads the corporate strategy, stakeholder engagement and communications team, ensuring that internal operations and external engagement strategies are aligned to meet business goals. During her tenure at NEEA, she has led program marketing, long-term business planning efforts, stakeholder engagement initiatives, corporate communications and workforce development projects.

Becca began her career working in various communications and marketing positions for a 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.