



Jesse Row is the Executive Director of the Alberta Energy Efficiency Alliance. In this role, Jesse leads the organization's efforts to increase energy efficiency in the province by being an inclusive and diverse forum for communication, collaborative problem solving, coordinated action and a common voice for Alberta's energy efficiency industry.

Jesse's past experience includes time as the Vice President of Corporate Performance at Energy Efficiency Alberta (EEA) – a provincial agency tasked with delivering energy efficiency programs in the province. During this time, EEA supported projects that deliver more than \$800 million of energy savings and emissions reductions for Albertans and Alberta businesses.



*Jesse Row, P.Eng.*

Jesse was also involved in starting up the Alberta Energy Efficiency Alliance (AEEA) and was its first Executive Director from 2007 to 2017. During this time, the AEEA steadily increased in membership and event attendance, and successfully advocated for provincial policy initiatives such as the adoption of leading national standards into the Alberta Building Code and the creation of new energy efficiency programs in the province.

In an earlier role with the Pembina Institute, Jesse provided consulting services to municipalities and First Nations in the area of Community Energy Planning and has completed several life cycle assessment projects for leading energy companies in western Canada.

Jesse has served on the Board of the Calgary Region Airshed Zone and the Alberta Energy Efficiency Alliance; was Chair of the imagineCalgary Partnership steering committee, a member of the Province's Energy Efficiency Advisory Panel, and an Energy Futures Lab Fellow; and is the author of chapters on the history of energy efficiency in Alberta for the *Canadian Energy Efficiency Outlook: A National Effort for Tackling Climate Change* and *Fundamentals of Energy Efficiency: Policy, Programs and Best Practices*.

Jesse graduated from mechanical engineering at the University of Alberta and is a registered professional engineer in the province.