



DR. DREW RONNEBERG JOINS SMI

SENIOR DOE OFFICIAL WILL BOLSTER HELIOS STRATEGIES TEAM

Strategic Marketing Innovations (SMI) has announced that Dr. Drew Ronneberg has joined the Helios Strategies energy team. Ronneberg has over ten years of energy related experience, the majority of which was at the U.S. Department of Energy. Ronneberg's positions at the Department of Energy included Supervisor of the Engines, Fuels and Deployment Division in the Vehicle Technologies Program, Acting Wind and Water Program Manager, Senior Advisor to the Deputy Assistant Secretary for Technology Development, and Forest Products Technology Manager in the Industrial Technologies Program.

As Supervisor of the Engines, Fuel and Deployment Division, Dr. Ronneberg's responsibilities included overseeing over \$100 million in annual Research, Development and Deployment activities, standing up the \$105 million SuperTruck and \$104 million National Laboratory Facilities Recovery Act programs and managing contractor support.

"We are excited that Drew has joined our team." says Ted Lynch, President of SMI. "As we continue to expand our Helios Strategies energy practice, Drew will be a valued addition and integral part of our energy team. He has broad based experience and expertise in a host of renewable energy technologies. He brings to the table not only an understanding of the Department of Energy but also an ability to connect with clients on a technical level."

As Acting Wind and Water Program Manager, Ronneberg led the release of the 20% Wind Energy by 2030 report that detailed the feasibility of deriving a significant fraction of the nation's electricity from wind energy. It was the first government report that demonstrated such a capability. He was also charged with making significant changes to the Water Program's spendplan in order to align with the newly enacted 2007 Energy Independence and Security Act. Those changes were crucial for garnering congressional support and the passage of the FY09 Water Power budget.

Prior to his work as a DOE employee, Ronneberg was a Senior Analyst at Capital E. As a Senior Analyst, Ronneberg examined the practicality of transforming municipal solid waste into ethanol technologies, analyzed the value proposition of residential fuel cells and evaluated technologies that convert methane to hydrogen and carbon black. Dr. Ronneberg has also led multi-scenario planning exercises develop robust energy savings strategies to help companies and government programs cope with future uncertainties.

Ronneberg holds a Bachelor's degree in Chemistry from Occidental College and a Master's degree and Doctorate in Chemistry from Princeton University.

Dr. Ronneberg is also an elected official, serving as a Advisory Neighborhood Commissioner for the Northeast Capitol Hill Community in Washington, DC.

SMI is a comprehensive government relations firm that specializes in helping clients secure funding for strategic initiatives. Helios Strategies is a division of SMI focusing on energy policy and funding.