

Maura O'Neill

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Maura O'Neill currently serves as Chief of Staff for U.S. Senator Maria Cantwell. Maura has spent over 25 years in the public, private, and academic sectors focused on two areas: sustainable energy development and entrepreneurship/innovation. She has founded four companies, is on the faculty of UC Berkeley, served on many local, state, utility and non-profit policy committees as well as been instrumental in passing federal energy legislation. Her legislative work in the Senate includes addressing oil market manipulation, impact of climate change on oceans, US-China Clean Energy Bilateral Agreements, and the financial crisis. She built a broad coalition of industry and advocacy groups to forge bipartisan and bicameral support for passage in 2008 of wide-ranging federal clean energy tax incentives.

In the energy area, Maura started her career at Seattle City Light and helped pioneer development of energy efficiency as a resource alternative to central station fossil fuel plants. She drafted key white papers that were incorporated into the Federal Northwest Power Act of 1980. She then served as the leader in a national energy education organization and in the New York City Mayor's Energy Office.

Maura went on to found a national consulting firm where she tackled technology, pricing, investment, regulatory (local, state and federal) and other structural barriers to rapid deployment of efficiency and renewable energy. She developed, marketed, or evaluated energy efficiency programs for over 110 utilities. Maura provided strategic, policy, and operational advice and was often asked to play a mediating role to build consensus solutions among disparate parties. She gained operational experience by founding a company that provided customer information and billing, smart wireless metering, and distribution automation to 1.2 million electric and gas customers.

In addition to her energy entrepreneurship, she founded a Web 1.0 firm to provide services to small businesses. Before joining the Senator's staff, Maura recently served as co-founder and Chairman of Fourteen40 (www.cafescribe.com) which is doing for textbooks and other educational content what Apple did for digital music with iTunes. By 2010 the software will be available at over 700 universities and in over 70,000 K-12 classrooms. She has advised many early stage, high growth companies in the U.S. and abroad and received numerous awards, including the Greater Seattle Businessperson of the Year.

Alongside building businesses, civic leadership has been an integral part of her life. In 1987 she was one of the North American Representatives to NATO Advanced Study Institute on Energy Efficiency and Utility Industry. Maura has also served on the National Panel on Energy and Employment Policy. Other civic leadership boards include the Greater Seattle Chamber of Commerce, Seattle-King County Chapter of American Red Cross, American Rivers, City of Seattle Public Safety Civil Service Commission and Advisory Board on Seattle City Light, as well as numerous city, state, regional and national committees on energy efficiency. In 1992 Maura chaired the Washington State Women's Political Caucus.

Maura graduated Phi Beta Kappa with a BA from the University of Washington. She received MBAs from both Columbia University and University of California at Berkeley along with the Distinguished Student Award. She is completing her PhD at University of Washington, where her research is on unconscious bias leading to major errors in decision-making. She teaches Entrepreneurship, New Venture Finance, and Globalization: India at UC Berkeley and Columbia University.

Ventures Founded or Co-Founded

President & CEO, *ConneXt, Inc.*

Founded a public company subsidiary of two public electric and gas utilities (total 1.2 million retail customers) with a \$80+ million contract to provide 24/7 customer information and billing operations. Developed and deployed new technology for the restructured electricity markets including next generation customer information (CIS) software system and meter reading management. Negotiated complex 20-year agreements to install over 700,000 wireless meter reading devices using a fixed network (one of largest in the world at time). Company was at the forefront of Smart Grid technology with patents in distribution automation and electric plat design. Two hundred employees and revenue annual run rate \$54 million.

President & CEO, *O'Neill & Company*

National consulting firm with offices in Seattle, Portland and Cincinnati, Ohio primarily focused on electricity, recycling, and innovative public finance fields.

Designed, marketed, and managed dozens of projects in new energy resource development, specializing in creating a profitable, sustainable industry in efficiency and renewable energy. Provided marketing support for over 110 utilities implementing energy efficiency programs. Results included making structural changes to building codes, revamping efficiency of manufactured housing, new utility programs for clean energy acquisition, and programs for businesses, manufacturers, and consumers to invest in conservation equipment and products, low-income assistance and consumer education programs. Produced pioneering market research on how to get consumers and businesses to purchase energy efficiency products and services. Clients included Bonneville Power Administration, many of the public and private electric utilities in the Northwest, British Columbia Hydro, Pacific Gas & Electric, Green Mountain Power, Central Vermont Public Service, POWEREX, Cities of New York, Chicago, Baltimore, States of California, Washington, New York, as well as the federal government. List of projects spanning 13 years available upon request.

Provided strategic analysis, advice, and mediation on energy policy issues at city or utility, state, regional, national and international levels. These included US and Canadian imports/exports of electricity, financial returns for investor-owned utilities, decoupling, pricing for independent power production, efficiency initiatives, regulation, and tax incentives.

Developed strategies, in 2000-01, to assist in stabilizing the extremely volatile Western electricity markets using consumer-driven energy efficiency initiatives.

Conducted market research to launch one of first and most successful curbside-recycling programs in country. It became the model for communities throughout the nation.

Developed recycling infrastructure for plastic bottles. Included getting consumers to recycle material, communities to include curbside or drop-off centers, processors to buy post-consumer plastic waste and manufacturers to retool processes to use material. Firm ran program and brokered material domestically and internationally.

Worked with Proctor & Gamble to develop the consumer recycling infrastructure for the plastic bottles in their soap division.

Awarded with Bechtel and Kiewit two privately financed transportation projects: construction of a new bridge and congestion-demand pricing systems with wireless devices for interstate highways in Washington State.

Facilitated development of unified command structure (responsible party, federal, state and volunteers) for response to catastrophic oil spills in Washington State.

Mediated development of first Sediment Quality Standards with major industries, governments (federal, state, local), ports, tribal nations and environmental organizations.

Chairman, *Fourteen40, Inc.* (www.cafescribe.com)

What iTunes is to digital music, Fourteen40 is to digital textbooks and other educational/professional content. *MyScribe* allows one to purchase book/content, download it and display it just like a book on a computer or dedicated device. User can read, highlight, create auto summaries, share notes among people also using that content in their class or worldwide. All content is Google searchable and wikipedia-enabled. Secure digital rights management including electronic hardware fingerprinting. Software will be available in 700 colleges and 70,000 K-12 classrooms by 2010. Company sold Q1 2008.

Chairman and CEO, *improvemybusiness.com*

Web 1.0 company that provided content, community and commerce for the small business market. Principal source of revenue was % transaction fee from supplier's web transactions.

Board Member, *Jetro Platforms*

Israeli server-based computing company with secure browser product. Customers in Israel, Europe and U.S. Sold in 2007.

Teaching

Lecturer, *University of California at Berkeley, Columbia University, London Business School*
Teach Executive MBAs courses in entrepreneurship, new venture finance, and Globalization: India. Serve as advisor to many teams who are working on start-ups.

Work Experience

Chief of Staff, **U.S. Senator Maria Cantwell**, 2008-present
Chairman, **Fourteen40 (www.cafescribe.com)**, 2005-2008
Lecturer, School of Business, **Columbia University**, 2006- present
Lecturer, **Haas School of Business, University of California, Berkeley**, 2005-present
Founding CEO, **Explore Life**, 2003-2004 (life sciences economic development initiative in Washington State)
Chairman and CEO, **ImproveMyBusiness.com**, 1999-2001
President and CEO, **ConneXt**, 1995-97
President, **O'Neill & Company**, 1982-1995
Assistant Director for Program Development, **New York City Mayor's Energy Office**, 1980-82
Assistant Director, **Consumer Action Now** (energy advocacy non-profit), 1979-80
Instructor, **State University of New York, Purchase**, 1980
Environmental Analyst, **Seattle City Light**, 1977-78

Education and Honors

PhD Candidate University of Washington, 2007
Research: Identified common thinking error that can result in major decision-making errors

M.B.A. Columbia University, 2004
Honors: Dean's List; Co-Academic Representative; Distinguished Service Award Beta Gamma Sigma (Academic business honor society)

M.B.A. Haas School of Business, University of California, Berkeley, 2004
Honors: Member, Dean's Council of Student Presidents; Haas Community Fellow;
Elected by peers as Graduation Speaker.

B.A. magna cum laude, Environmental Studies, University of Washington, 1977
Honors: Phi Beta Kappa, UCLA College Honor's Program

Participant, NATO Adv. Study Institute Energy Efficiency & Utility Industry, Portugal, 1987

Businessperson of the Year, Seattle Chamber of Commerce, 1989

Environmental Excellence Award, Rotary Club of Seattle, 1992

District Rotary Award, also nominated for United Nations Global 500 award, *Going Green: How to Make Your Office Environmentally Friendly Without Going Broke* (co-authored)

Professional and Civic Activities

Co-authored chapter, **Applications of Research to Media Industries** (Kendall/Hunt)

Non-Profit Board Memberships: **American Rivers, American Red Cross of Seattle-King County, Seattle Chamber of Commerce and Washington Environmental Foundation.**

Numerous industry and civic Advisory Boards. Examples include:

Co-Chair, **Greater Seattle Area Leadership Conference**

Business Plan Judge, **University of Washington Annual Business Plan Competition**

Co-Chair, **Washington State Governor Lowry's Transition Team on Energy, Telecommunications and Technology**

Chair, **Washington State Gubernatorial Debate on Environmental Issues**

Chair, **Washington State Women's Political Caucus**

Member, **National Panel on Energy and Employment Policy**

Chair, **City of Seattle Advisory Committee on New and Enlarged Electric Service Policy**

Advisory Board, **Seattle City Light (appointed by Seattle City Council)**

Chair, **Public Safety Civil Service Commission** (oversaw hiring, promotions and discipline for over 2000 uniformed police officers and firefighters)

Maura and her husband, Vaho Rebassoo have two grown kids.