



# Andrew Solfest

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415.391.5100

## **ENERGY AND ENVIRONMENTAL ECONOMICS, INC.** *Consultant*

Boston, MA

Andrew Solfest joined E3 in 2022 and will support E3's work in distributed energy resources and electrification. Andrew previously worked with Xcel Energy's energy efficiency and renewables team, administering Midwest community solar programs, coordinating project development, and helping institutional and residential customers achieve their clean energy goals. Prior to joining E3, Andrew completed an M.P.A. in Environmental Science and Policy at Columbia University, where he researched decarbonization pathways for the United States and developing nations and worked with the Natural Resources Defense Council on hydrofluorocarbon emissions policy. In addition to his M.P.A., Andrew has received a Bachelor of Science in Business and a Bachelor of Arts from the University of Minnesota.

## **NATURAL RESOURCES DEFENSE COUNCIL**

New York, NY

*Graduate Student Consultant – Hydrofluorocarbon Management Project*

January 2021 – April 2021

- Researched international initiatives and policies to reduce the climate impact of chemical refrigerants
- Interviewed industry experts on key considerations for managing hydrofluorocarbon emissions
- Drafted memos and reports for NRDC use, providing recommendations for life-cycle management of HFCs

## **COLUMBIA UNIVERSITY**

New York, NY

*Graduate Teaching Assistant*

September 2020 – May 2021

- Provided guidance for undergraduate student research into issues on sustainable development and environmental ethics
- Led weekly discussion sections on research methods and graded term papers and presentations

## **BAMBOO TECHNOLOGIES**

Seattle, WA

*Paid Search Analyst (Search Engine Marketing)*

October 2019 – May 2020

- Built and managed digital advertising campaigns for clients on Google and Microsoft Advertising platforms
- Analyzed market trends to set campaign budgets and optimize bid targeting and creative content
- Leveraged Google and Facebook Analytics platforms to provide insights on core customer audiences
- Worked with Account Managers to develop holistic and long-term growth strategies for client accounts

**FRENCH MINISTRY OF NATIONAL EDUCATION – ACADEMIE DE MONTPELLIER** Alès, FRANCE  
*English as a Foreign Language Teaching Assistant* October 2018 – May 2019

- Taught English to French secondary students at the Collège Jean Moulin in Alès
- Acted as a cultural ambassador and developed curriculum to inspire interest in cross-cultural exchange

**XCEL ENERGY** Minneapolis, MN  
*Marketing Assistant – Minnesota and Wisconsin Community Solar Programs* 2017 – 2018  
*Contract Marketing Assistant* 2016 – 2017

- Administered the nation’s largest community solar program as part of a two-person team, coordinating efforts between utility personnel and solar developers to pursue 900 projects worth over \$500 million in total
- Built program efficiencies by improving documentation and through continuous enhancement of the project development process and customer relationship management platform
- Oversaw the customer subscription process and aided marketing efforts to launch a Wisconsin solar program
- Compiled program participation data to expand outreach and provide reports to the Public Utilities Commission
- Acted as a primary contact for inquiries about renewable energy programs, meeting with community organizations and presenting at industry workgroups and events

**SPS COMMERCE** Minneapolis, MN  
*Marketing Data Analyst Intern* June 2015 – November 2015

- Developed personas for potential client segments and mapped customer journeys
- Evaluated webpage interactions and A/B testing results to customize website and digital campaign content
- Researched customer and partner industries and presented recommendations on key marketing opportunities

## Education

Columbia University New York, NY  
*M.P.A., Environmental Science and Policy* 2021

University of Minnesota, Twin Cities Minneapolis, MN  
*B.S.B., Marketing* 2016  
*B.A., History*

## Citizenship

United States