

CHRISTOPHER R. GADOMSKI
Curriculum Vitae

OBJECTIVE

To contribute 25 years of business development, marketing communications and strategic planning experience working on four continents in the carbon-free energy and financial services sectors to leading private and public institutions.

EDUCATION

Zicklin School of Business, Baruch College/CUNY, June 1986

MBA in Marketing Management

Thesis: Marketing High Technology Products to Developing Countries With A Case Study Of: Concentrating Photovoltaic Technology In The Middle East

Brooklyn Polytechnic University, June 1982

Masters of Science In Specialized Journalism

College of the Holy Cross, May 1974

Bachelor of Arts in History

ACADEMIC EXPERIENCE

New York University, Center for Global Affairs, Fall 2005-Present

Adjunct Professor, Teach Energy and the Environment, The Economics and Finance of Energy, and Nuclear Energy, the Environment and Proliferation.

Zicklin School of Business, Baruch College/CUNY, Fall 2004-2007

Adjunct Professor, Department of Marketing and International Business

Award recipient of Mitsui Practitioner in Academia Grant to develop coursework and teach *Internet Marketing and Global Business*

PROFESSIONAL EXPERIENCE

New Energy Finance, 2008-Present

As **Managing Editor, Nuclear**, direct the firm's nuclear energy research team in developing a robust methodology for forecasting global nuclear investment in new build, innovative technologies, O&M, fuel cycle and decommissioning.

Strategic Marketing Inc./SMIdirect, 1982-Present

Advise clients on strategic planning, business development, technology initiatives and corporate communications programs primarily in the carbon-free energy and emerging markets sector. Advise clients on solar energy and energy efficiency development. Member of the United States Energy Association.

MAJOR ACCOUNTS:

Akzo Nobel Chemicals, BellSouth, Coastal Energy, Elektrim, Russian/Polish/Hungarian-American Enterprise Funds, IBM, MasterCard International, MAVA Capital, Merrill Lynch, Polish-American Mortgage Bank, Prentice Hall, Solarex Corporation, PIC Energy, United Nations Development Program, UNDP/Global Environmental Facility, U.S. Department Of Energy, U.S. Energy Association.

MAJOR ENERGY PROJECTS:

- **Alpha Solarco, 1985-1988**

As Senior Foreign Trade Representative, completed USAID-sponsored market feasibility assessments in **Egypt**. Designed market entry and technology transfer strategy to establish local manufacturing of solar thermal technologies.

- **United Nations Development Program, 1986**

As an in-country renewable energy expert, (RAB/84/011) advised the Government of **Egypt** regarding the marketability and financing of solar energy products. Produced PC-based financing models for use by UNDP and Egyptian Electric Authority staff to train and to test, model and optimize least-cost subsidy and financing options. Developed short- and long-term marketing and management strategies to promote renewable technologies through export platform development.

- **US Department of Energy/Solarex, 1987 & 1991**

Hired as business development and marketing communications consultant to highlight the technological and field application success of Solarex Corporation, a then leading manufacturer of polycrystalline photovoltaic technology.

- **United Nations Development Program, 1988**

As an in-country renewable energy expert, (RAB/87/026) advised the Government of **Somalia** regarding renewable energy options for rural electrification. Traveled throughout the country to assess existing generation assets and to identify viable renewable energy alternatives. Developed PC-based analysis tools and trained local government, industry and UNDP personnel to apply them.

- **World Bank/US DOE FINESSE Project, 1989-1992**

Retained as marketing and business development consultant to FINESSE Project—a joint World Bank and US DOE effort. Investigated market, institutional and financial obstacles to widespread adoption of small-scale solar, hydro, and wind energy technology in **Indonesia, Malaysia, Thailand** and **The Philippines** and developed appropriate communications outreach.

- **Eastern European Marketing Group, 1990-1999**

Researched, wrote and published the *Eastern European Energy Report*, *The China Energy Report*, and *PowerPlays* Country Specific Studies highlighting marketing and financing “best-practices” in **China, Vietnam** and **Eastern Europe**.

- **World-Generation, 1997-2008**

Contribute editorial and design services to this BPA audited bi-monthly publication for utilities, producers and marketers of merchant megawatts worldwide.

- **United Nations Development Program/Global Environmental Facility, 1998**

Retained as public relations advisor to write and produce press releases and backgrounders on UNDP/GEF projects for distribution at the GEF Assembly in Delhi.

- **Coastal Energy, 1998**

Retained as energy analyst to assess the **Egyptian** power generation market.

- **Strauss & Troy, 1998**

Hired as an expert witness on independent power development in Eastern European power generation markets for the plaintiff in multi-million dollar lawsuit.

- **United States Energy Association, 1999-2007**

Provided multimedia and print marketing services for the Association and for the Cleaner Fossil Fuels Committee of the World Energy Congress

- **United Nations Development Program/Global Environmental Facility, 2002**

Produced lead marketing collateral material distributed at the World Summit on Sustainable Development in Johannesburg, **South Africa**.

- **Indeck Energy Services, Inc., 2008-present**

Renewable energy business/project development in California.

MAJOR MARKETING PROJECTS:

- **IBM, 1986-1991**

Retained as a marketing/business development consultant to produce technology application briefs, marketing proposals, and corporate brochures. Traveled extensively to visit customers. Produced IBM InfoWindow touch-screen application.

- **SEED Act Enterprise Funds, 1992-2005**

Hired as marketing communications consultant for Polish, Russian and Hungarian Enterprise Funds that became leading investors and lenders in these transformation economies. Conceptualized, designed, edited and produced 23 annual reports.

- **Radio Computing Services, 1995-1999**

Retained as advertising and direct marketing consultant to this global industry leader that provides automation software to the broadcast industry.

- **Elektrim Corporation, 1999-2000**

Retained during corporate restructuring to conceptualize and write 1998 and 1999 Annual Reports for this publicly traded power generation and telecommunications conglomerate—at the time the largest on the Warsaw Stock Exchange.

- **MasterCard International, 2002-2005**

Under subcontract to design studio, produced multimedia Flash marketing presentations for **FIFA World Cup 2006**, for **Major League Baseball** electronic scoreboard campaigns, and for international customer acquisitions.

Defense Marketing Services Inc., 1979-1981

As a **research analyst** for this then subsidiary of **McGraw-Hill**, reviewed R&D and financing trends for military and commercial projects and technologies. Advised the firm's new product development board.

United States Navy, 1974-1977

Earned Surface Warfare and Officer-Of-The-Deck qualifications. Managed 60 men and coordinated department training programs. Promoted to Lt.JG.

PRESENTATIONS

Economics of Nuclear Power: Is Carbon Pricing Relevant?

Paper presented at Power-Gen/Nuclear Power International, December 2009.

Examining A Carbon-Free Alternative: An Evening With the Commissioner

Paper presented at Columbia University, Young Professionals In Energy, April 2009.

Global Nuclear Power Generation: How Big A Renaissance, 2009

Paper presented in London at New Energy Finance Summit, March 2009.

Panelist at Conference On Renewable Energy, 2009

Panelist in New York at NYU/Government of Navarre Conference, January 2009.

New Nuclear Market in the USA: How realistic are the projections?

Paper presented in London at Future Power Conference, November 2008.

Promoting Solar Energy In Germany, Lessons For San Diego County, 2007

Paper presented at San Diego Solar Energy Conference, October 2007.

Michael Mallinen, *et al.* vs. Cinergy 1998

Testimony as an expert witness on Eastern European power generation markets contributed to a favorable settlement on client's behalf in multi-million dollar lawsuit.

International Financing of Power Projects in China, 1995

Paper presented at Power-Gen Asia 1995, Singapore

International Financing of Power Projects in China, 1994

Paper presented at Power-Gen Asia 1994, Hong Kong

Development of Power in Vietnam, 1994

Paper presented at Power-Gen Asia 1994, Hong Kong

Power Generation Needs and Opportunities in Eastern Europe, 1991

Paper presented at Power-Gen 1991, Tampa, FL.

Power Generation in Eastern Europe: Behind The Golden Curtain, 1990

Paper presented at Power-Gen 1990, Orlando, FL.

PUBLICATIONS

C.R. Gadomski, **The China Energy Report CD**, Strategic Marketing Inc., Hartsdale, NY, 1998.

C.R. Gadomski, **The China Energy Report, The Eastern European Energy Report**, Strategic Marketing Inc., Hartsdale, NY, 1990-1999.

Chris Gadomski and Andras Tothfalusi, **Hungary: The Electrical Power Infrastructure and Market Intelligence Report**, Strategic Marketing Inc., Hartsdale, NY, 1994.

Chris Gadomski and Thomas Kuczmowski, **Poland: The Electrical Power Infrastructure and Market Intelligence Report**, Strategic Marketing Inc., Hartsdale, NY, 1993.

Chris Gadomski, Stan Kolar and Ivo Slavotinek, **The Czech and Slovak Federal Republics: The Electrical Power Infrastructure and Market Intelligence Report**, Strategic Marketing Inc., Hartsdale, NY, 1992.

Chris Gadomski and Alexi Makarov, **Commonwealth of Independent States: The Electrical Power Infrastructure**, Strategic Marketing Inc., Hartsdale, NY, 1992.

Frank Appiah and Chris Gadomski, **Mission on Rural Electrification: Somalia**, United Nations Development Program, New York, NY, 1988.

Chris Gadomski, **Solar Water Heaters Marketability Study**, United Nations Development Program, New York, NY, 1986.

ARTICLES

Chris Gadomski, "Yucca Not An Option," *Nuclear Engineering International*, May 2009.

Chris Gadomski, "Meeting the climate challenge," *Modern Power Systems*, March 2009.

Chris Gadomski, "Will Nuclear Rebound," *Nuclear Engineering International*, Dec. 2008.

Chris Gadomski, "C40 Summit Launched on Energy and Water," *World-Generation*, May/June 2007, p. 17.

Chris Gadomski, "Gimme shelter," *Project Finance*, EuroMoney Institutional Investors, July/August 2006

Chris Gadomski, "Feeling the heat," *Renewable Finance*, A Project Finance Supplement, EuroMoney Institutional Investors, June 2006.

Chris Gadomski, "Catch the credits," *Project Finance*, EuroMoney Institutional Investors, March 2006, p.73.

Chris Gadomski, "Challenges ahead for the US wind industry," *Modern Power Systems*, September 2005, p.38.

Chris Gadomski, "Wound Up," *Renewable Finance, A Project Finance Supplement*, EuroMoney Institutional Investors, June 2005, p.25.

Chris Gadomski, "US Energy Picture—Not A Pretty Sight," *Modern Power Systems*, April 2005, p.28.

Chris Gadomski, "Abaza's BOOT Strategy for Egypt Adds 9350 Megawatts," *World Cogeneration*, March-April 1999, p.1.

Chris Gadomski, "CEEPIF '98 Draws SRO Crowd interested in Eastern Europe," *World Cogeneration*, March-April 1998, p.1.

Chris Gadomski, "EBRD Primes Market," *World Cogeneration*, May-June 1997, p.1.

C.R. Gadomski, "Focusing on Oil and Gas," *The China Business Review*, September-October 1996, p.10-11.

Chris Gadomski, "Vietnam—Becomes MEIA 135th Member," *World Cogeneration*, September-October 1994, p.17.

Christopher R. Gadomski and Peter Maloney, "Return To Mixed Signals," *Independent Energy*, October 1991.

Christopher R. Gadomski and Michael Hon, "Behind the Golden Curtain," *Independent Energy*, May/June 1990.

Christopher R. Gadomski and Hillary Sara Zilz, "Challenging Diesel's Domination In Somalia," *Alternative Sources of Energy*, September 1988.

Christopher R. Gadomski, "Sizing Up Solar," *Business Monthly*, Journal of the American Chamber of Commerce in Egypt, May 1986.

PERSONAL

Selected by American Jewish Committee as a Project Interchange "influential energy leader" to visit Israel to learn about unique technological opportunities.

Married, two children. Enjoy sailing, tennis, Labrador Retrievers, and house restoration. Have traveled extensively worldwide. Basic/working knowledge of German and Polish.

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