

## LINDA BAYNHAM

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### EXPERIENCE

#### Baynham Environmental, LLC

November 2007 - Present

- Owner of environmental consulting firm specializing in energy & environmental strategy. Projects for:
  - Entergy New Orleans / CLEAResult: Lead Program Manager for Energy Smart energy efficiency programs
  - Entergy New Orleans / CLEAResult: New Orleans Quick Start energy efficiency programs
  - Pew Center for Global Climate Change / Entergy Corporation: "Make an Impact" Website review and update
  - Entergy Corporation: Utility energy efficiency, demand response and green power program development
  - National Renewable Energy Lab / Alex Hernandez Consulting: New Orleans Public School energy audits
- Adjunct professor in the Tulane University Freeman School of Business M.B.A. program
- RESNET certified energy rater (April, 2010)
- LEED Accredited Professional (April, 2009) by U.S. Green Building Council

#### Entergy Corporation

New Orleans, LA

December 1999 – October 2007

#### Energy Efficiency Coordinator, Marketing & Sales, April 2004 – October 2007

- Responsible for designing, coordinating and implementing energy efficiency programs for 2.5 million customer base.
- Worked on special projects including green power, Energy Star programs and demand response/time-of-use rates.

#### Corporate Environmental Manager, July 2003 – April 2004

- Responsible for internal corporate environmental compliance through new Corporate Safety & Environment Office.

#### Environmental Manager, Transmission System, April 2001 – July 2003

- Responsible for environmental management for four state, 700 person transmission system.

#### Strategic Planning Associate, Finance Department, December 1999 – March 2001

- Worked on team to implement \$25 M Environmental Initiatives Fund and greenhouse gas emissions cap commitment.
- Modeled financial effects of utility deregulation on Entergy system with Strategic Planning team.

Award: Received Fossil Operations Entergy Corporate Award for development of Environmental Strategy.

#### Governor's Office of Coastal Activities

Baton Rouge, LA

#### Appointee

October 1998 – November 1999

- Assisted state and federal agencies in delegation of \$40 million annually to coastal restoration projects in Louisiana.

### EDUCATION

#### A. B. Freeman School of Business, Tulane University

New Orleans, LA

Master of Business Administration Concentration: Finance

Cumulative G.P.A.: 3.76 December 2002

**Honors:** Murphy Fellowship recipient

#### Institute for Environmental Studies, University of Wisconsin-Madison

Madison, WI

Master of Science Concentration: Energy Analysis and Policy

Cumulative G.P.A.: 3.98 May 1997

**Honors:** Wisconsin Power & Light Fellow

October 1994 – June 1995

#### The Colorado College

Colorado Springs, CO

Bachelor of Arts Major: Physics

May 1989

### SELECTED ADDITIONAL EXPERIENCE

#### U.S. Environmental Protection Agency, Washington, D.C.

Served as Regional Liaison in coordinating national Energy Star marketing activities (July 1997 – September 1998)

#### International Institute for Energy Conservation, London, England

Researcher on Central and Eastern European energy efficient technologies (June – September 1995)

#### White House Office on Environmental Policy, Washington, D.C.

Intern on climate change and transportation issues for Clinton Administration (June 1994 – September 1995)

#### Rocky Mountain Institute, Snowmass, CO

Research Associate at internationally renowned energy efficiency think tank (July 1991 – August 1993)