

# LYDIA C. LA FERLA

**5805 Marengo Road Bethesda, MD 20816 [lydia@laferlassociates.com](mailto:lydia@laferlassociates.com) 240-899-1362**

## PROFESSIONAL PROFILE

Extensive public and private sector experience in strategic planning, business and market development, advocacy, and project management. Advise organizations and companies involved in energy efficiency, renewable energy, and environmental sustainable strategies for business outreach and market development, and accessing financing. Clients have included renewable energy and cleantech technology companies, energy efficiency service and IoT companies (ESCOs), industry trade associations, chambers of commerce, non-governmental organizations, United Nations organizations, US Agency for International Development (USAID), Department of Energy (DOE), and other U.S. government agencies.

## EXPERIENCE

### **La Ferla Associates, LLC, Washington, DC**

#### **Principal, 1993-present**

Entrepreneurship, innovative and integrative thinking, thought leadership, transformational mindset, internal and external sustainability initiative design and development, fundraising, project financing tools, stakeholder engagement, cross-cutting collaboration, ecosystem building, and strategic planning.

#### ***Director, Cleantech & Sustainability and Board Member***

#### ***Swedish-American Chambers of Commerce (SACC-USA), Washington, DC, 2011-present***

- Raised \$40K private/public funding in six months (representing approximately 10% of total annual revenues) to mentor CEOs of Swedish cleantech companies. Developed individual market entry plans and set up US visit for each CEO with potential US partners, which resulted in secured distributorship, cooperation agreement with major energy company, and revised marketing and sales strategy.
- Conceived idea, developed agenda, recruited participants, and secured sponsorship for the first US-Swedish Executive Roundtable on water-energy nexus bringing together all stakeholders in public, private and NGO communities
- Established a cleantech program for SACC-USA bringing in funding, corporate and strategic partners bolstering the visibility of the organization and creating value to its members and network
- Developed strategic business plan and launched national cleantech network among 20 chambers and building partnerships with bilateral and multilateral organizations, federal, state and local agencies

#### ***Senior Consultant***

#### ***Twomentor, LLC***

- *Helping expand and scale start-up for mentoring women in STEM.*
- *Design, advise, and implement human resource strategies to promote sustainability from within organizations through talent acquisition, retention and engagement*

#### ***Senior Consultant***

#### ***Energy & Security Group, 2004-2008***

- Delivered presentation and wrote ministerial white paper on market for renewables for Asia-Pacific Economic Cooperation (APEC) Ministerial Meeting, Honolulu, Hawaii, 2004
- Coordinated logistics and planning for Washington International Renewable Energy Conference (WIREC), Washington, DC
- Contributing editor to 2008 UN Energy Report
- Conducted workshops for DOE personnel on financing energy projects in strategic countries
- Wrote the first published Financing Energy Project Guide for emerging countries, which served as a template for the UN Energy Efficiency (EE2000) Programme's Financing International Energy Report
- Facilitated partnerships between U.S. energy services companies and US utilities, which led to major private sector investments in Brazil and Thailand
- Helped private sector clients obtain feasibility funding and multilateral and US government funding for energy efficiency and renewable energy projects

### **U.S. Export Council for Renewable Energy (US ECRE), Washington, DC**

#### **Director, Europe & New Independent States Program, 1996-1999**

- Conceived and developed proposal leading to \$1.8 million USAID grant to support off-grid small wind development in Northeast Territories Russia
- Raised \$100K from DOE and managed project on promoting renewables in NIS region - market research, trade missions, and business/policy initiatives in NIS region
- Successfully lobbied World Bank, International Finance Corporation, European Bank for Reconstruction and Development, which led to the incorporation of renewable energy in traditional energy project portfolio
- Led all public relations and public speaking initiatives for trade association's activities in Newly Independent States (NIS)/Eastern Europe region

**U.S. Agency for International Development (USAID), Washington, DC**  
**Project Officer, Environment and Natural Resources Division**  
**Bureau for Europe and Newly Independent States, 1992-1993**

Bureau for Europe and NIS, 1992-1993

- Managed US government's first \$3 million private sector environmental program in Eastern Europe
- Obtained feasibility funding and implementation of first wastewater treatment project, Poland
- Successfully incorporated environmental policy and projects with those of USAID's energy division to streamline USAID initiatives
- Spearheaded outreach to other government agencies and multilateral institutions on Bureau's policy initiatives

**U.S. Department of Commerce**  
**Eastern Europe Business Information Center**  
**Senior Counselor, Energy & Environment, 1987-1992**

- Launched US Government's first US environmental and energy business advisory service providing market research, identify identification of market and project opportunities and financing mechanisms in Eastern European region
- Wrote first published country and market research reports on environment and energy project opportunities
- Wrote and published first guide on US and multilateral financing for environment and energy projects in Eastern Europe for US Department of Commerce, US Department of Energy and United Nations EE2000.
- Coordinated working group on environment and energy initiatives among all US agencies, bilateral agencies, and multilateral organizations

**EDUCATION**

***The Johns Hopkins School of Advanced International Studies (SAIS)***

Washington, DC  
International Trade & Finance  
Masters of Arts

***Boston University***

Boston, MA  
Political Science & French  
Cum laude, commencement speaker, study abroad at Sorbonne, Paris, France  
Bachelor of Arts

**ADVISORY BOARDS**

**SACC-USA**, Board Member, former Executive Committee, and Director of Cleantech & Sustainability  
2011-present

**COMITES**, Elected Official and Secretary to Executive Committee, Italian Embassy  
Washington, DC, 2004-present

**National Council on the Promotion of Italian Language**, Secretary to Executive Board  
Washington, DC, 2009-2011

- Conceived of strategic plan for Italian Ambassador, which helped raise \$3 million to reinstitute Italian AP Exam

**Centerpoint**, Board Member  
Basel, Switzerland, 1999-2001

- Designed and launched Year 2000 Program with Bank for International Settlements' management for expatriate community

**Rock Creek International School**, Board Member  
Washington, DC, Trustee, 1993-1996

**SKILLS**

Languages: English, French, Italian, Spanish, learning Swedish  
Strategic Planning, Business Development, Market Research, Public Speaking

**CITIZENSHIPS**

USA and FRANCE

