

Shelley Beere



Shelley Beere, Director of Client Services at KW2. With 20 years of experience, Ms. Beere is adept at overseeing the implementation of a variety of strategic brand communications, integrated marketing campaigns, and online initiatives. At KW2, she supervises marketing research, brand strategy, strategic planning, target market analysis, customer segmentation, and large advertising campaigns (both B2C and B2B). In addition to facilitating focus group research, strategic planning and campaign development for WPPI, Shelley previously worked with WECC on promoting energy efficiency programs. Over the years, she has worked with Harley-Davidson Motor Company, GE Healthcare, Pacific Cycle, and Lands' End.

Kristin Laursen



Ms. Laursen is the Director of Marketing & Business Development at Michaels Energy. She develops integrated marketing strategies and campaigns, and utilizes research, tracking and testing to promote marketing performance improvement for Michaels Energy and its clients. Kristin is Chair of AESP's New Professional Advisory Panel and Vice-Chair of the Marketing Topic Committee. She graduated from the University of Wisconsin - La Crosse with a Bachelor of Science Degree in Marketing and a minor in Professional Writing.

Kelsey Raftery



Ms. Raftery is the Marketing Manager at SmartWatt Energy. She manages complex marketing projects ranging from market research, to strategic testing, to integrated campaign execution and beyond. Kelsey is Chair of AESP's Marketing Topic Committee and a member of AESP's New Professional Advisory Panel. She graduated from Rensselaer Polytechnic Institute with a Bachelor's Degree in Business Management & Marketing and a minor in Cognitive Psychology.

Katie Mueller



Ms. Mueller is the Marketing Manager at Franklin Energy Services, and serves as Secretary of the AESP WI Chapter. She oversees strategic marketing activities for programs throughout the West and Midwest United States, and leads the marketing of four Focus on Energy programs in Wisconsin, including development of the innovative incentive catalog application. Katie also develops and executes marketing strategies for Franklin Energy products. She holds an MBA from Loyola University Chicago and boasts 14 years of marketing experience.