



SARA CONZEMIUS

Illume Advising

Sara Conzemius is the Co-Founder and Co-Owner of ILLUME, a research consultancy serving the clean energy industry. In her executive role, Sara leads ILLUME's financial management and planning, operations, and corporate administration functions. Sara launched ILLUME, with business partner Anne Dougherty, with a two-fold vision: to bring human dreams and aspirations to the center of clean energy development and to create a company that gives priority to the dreams and aspirations of ILLUME's employees. This vision clearly struck a chord. Just since 2013, ILLUME has grown from this team of two founders to a multi-million-dollar consultancy of over 30 professionals serving 50+ clients representing states, nonprofits, and utilities. In 2019, ILLUME was ranked the #1 consultancy in three separate categories - Leadership, Culture, and Money - by IvyExec, edging-out larger firms like McKinsey & Co., Bain, and Deloitte. Sara is a sought-after thought-leader, speaker, and strategist. She has served in multiple industry leadership roles, including as a founding board member for the Program for the Evaluation and Assessment of Residential Lighting (PEARL), as chairperson of the Board for the Association of Energy Service Professionals (AESP), and as the current chairperson of the Energy Efficiency Working Group for the Dane County (Wisconsin) Office of Energy and Climate. Sara has given plenary speeches at numerous industry events including several AESP National Conferences and the 2018 Consortium for Energy Efficiency (CEE) Industry Partners Meeting. She has received multiple prestigious industry awards for her dedication to and work on behalf of the industry including the Michael C. Thompson Award presented by the U.S. Department of Energy (DOE) and U.S. Environmental Protection Agency for her dedication the energy efficiency industry, and the B.H. Prasad award for her work on behalf of AESP. Sara's work can be found in numerous peer-reviewed industry proceedings and in the DOE SEE Action work paper on the evaluation of midstream market programs. With an B.S. in biology and minors in environmental studies and art history from the University of Wisconsin-Madison, Sara recognizes that there is both an art and science to research. She works to keep the two balanced, ensuring rigor and creativity are equally represented and act in concert to better the planet for all its inhabitants. Sara landed her first a job in energy efficiency out of college and planned to work in the space for a few years before moving onto graduate school, but she fell in love with the industry. Her affinity for the work propelled her

into a national leadership role after a few short years. Sara led one of the first statewide ENERGY STAR® products programs. In that position, she pioneered the midstream model for lighting that is still used across the country today. Sara moved on to oversee more than \$30-million-dollars in energy efficiency portfolios in Wisconsin and across the Midwest. Over the course of her career, Sara has built a reputation as a subject-matter expert in residential program design, planning, and policy - areas of expertise she continues to cultivate at ILLUME.