

Jennifer Kallay, Senior Associate

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PROFESSIONAL EXPERIENCE

Synapse Energy Economics, Inc., Cambridge, MA. *Senior Associate*, June 2013 – present, *Associate*, July 2008 – June 2013, *Research Associate*, January 2007 – July 2008.

More than a decade of experience analyzing the benefits and costs of electric and natural gas energy efficiency efforts for jurisdictions in the United States and Canada.

- Investigates and analyzes different regulatory approaches to spur investment in energy efficiency and advises clients on the benefit and cost outcomes of each policy for different parties.
- Reviews integrated resource plans and applications for new coal and nuclear plants with an eye toward ways that energy efficiency can displace the need for new power plants.
- Assesses the ability of utility energy efficiency plans to tap into the economic potential in different states.
- Conducts rate and bill impact and cost effectiveness analyses of energy efficiency measures, programs, and portfolios.

Boston University's Center for Energy and Environmental Studies, Boston, MA. *Research Assistant for Professor Robert Kaufmann*, January 2006 – January 2007.

Modeled land use change in the Amazon using spatial, economic, climatic, and physical variables and GIS and regression techniques.

Digitas, Inc., Boston, MA. *Manager*, November 1999 – August 2005.

Researched, designed, and executed reporting solutions to assess the effectiveness of marketing strategies based on consumer behavior. Customized analyses to gain insight into environmental influences on marketing performance and designed and built models to predict sales/revenue and inform business economics using relational databases.

EDUCATION

Boston University, Boston, MA

Master of Arts in Energy and Environmental Analysis, Spring 2007. Graduate course work in multivariate statistical analysis, environmental economics, risk assessment, energy, GIS, climate change, and environmental policy.

University of Maryland, College Park, MD

Bachelor of Arts in Journalism, Spring 1999. Presidential Scholarship and Honors Program.

CONFERENCES AND MEETINGS

- *Presenter*, ACEEE Summer Study on EE in Buildings, 2016.
- *Presenter*, Synapse webinar on strategies to mitigate equity concerns of energy efficiency programs, 2015.
- *Discussant*, IEA Energy Efficiency Markets workshop, 2015.
- *Presenter*, ACI Chesapeake Regional Home Performance Conference, 2014.
- *Panelist/Presenter*, IEA Experts Roundtable on Energy Provider and Consumer Benefits of Energy Efficiency, 2013.
- *Moderator*, International Energy Program Evaluation Conference (IEPEC) – Benchmarking Program Administrator and State Level Energy Efficiency Efforts Panel, 2011.

PUBLICATIONS

Kallay, J., A. Napoleon, M. Chang. 2016. *Opportunities to Ramp Up Low-Income Energy Efficiency to Meet States and National Climate Policy Goals*. Synapse Energy Economics.

Napoleon, A., K. Takahashi, J. Kallay, T. Woolf. 2016. "Evaluation, Measurement, and Verification in Virginia." Memorandum prepared by Synapse Energy Economics for Clean Energy Solutions Inc., Virginia Energy Efficiency Council, and Virginia Department of Mines, Minerals and Energy.

Kallay, J., K. Takahashi, A. Napoleon, T. Woolf. 2015. *Fair, Abundant, and Low-Cost: A Handbook for Using Energy Efficiency in Clean Power Plan Compliance*. Synapse Energy Economics for the Energy Foundation.

Woolf, T., K. Takahashi, E. Malone, A. Napoleon, J. Kallay. 2015. *Ontario Gas Demand-Side Management 2016-2020 Plan Review*. Synapse Energy Economics for the Ontario Energy Board.

Stanton, E. A., P. Knight, J. Daniel, B. Fagan, D. Hurley, J. Kallay, E. Karaca, G. Keith, E. Malone, W. Ong, P. Peterson, L. Silvestrini, K. Takahashi, R. Wilson. 2015. *Massachusetts Low Gas Demand Analysis: Final Report*. Synapse Energy Economics for the Massachusetts Department of Energy Resources.

IEA. 2014. *Capturing the Multiple Benefits of Energy Efficiency*. Expert advisor on Chapter 6. Energy Delivery.

Brockway, N., J. Kallay, E. Malone. 2014. *Low-Income Assistance Strategy Review*. Synapse Energy Economics for the Ontario Energy Board.

Woolf, T., E. Malone, J. Kallay. 2014. *Rate and Bill Impacts of Vermont Energy Efficiency Programs*. Synapse Energy Economics for the Vermont Public Service Department.

Woolf T., E. Malone, J. Kallay, K. Takahashi. 2013. *Energy Efficiency Cost-Effectiveness Screening in the Northeast and Mid-Atlantic States*. Synapse Energy Economics for Northeast Energy Efficiency Partnerships, Inc. (NEEP).

Woolf T., J. Kallay, E. Malone, T. Comings, M. Schultz, J. Conyers. 2012. *Commercial & Industrial Customer Perspectives on Massachusetts Energy Efficiency Program*. Synapse Energy Economics for Massachusetts Energy Efficiency Advisory Council.

Fisher J., J. Levy, Y. Nishoka, P. Kirshen, R. Wilson, M. Chang, J. Kallay, C. James. 2010. *Co-Benefits of Energy Efficiency and Renewable Energy in Utah*. Synapse Energy Economics for State of Utah Energy Office.

Hurley D., K. Takahashi, B. Biewald, J. Kallay, R. Maslowski. 2008. *Cost and Benefits of Electric Utility Energy Efficiency in Massachusetts*. Synapse Energy Economics for Northeast Energy Efficiency Council.

Schlissel D., L. Johnston, J. Kallay, C. James, A. Sommer, B. Biewald, E. Hausman, A. Smith. 2008. *Don't Get Burned: The Risks of Investing in New Coal-Fired Generating Facilities*. Synapse Energy Economics for Interfaith Center on Corporate Responsibility.

Swanson C., R. Hornby, J. Kallay. 2007. *Avoided Gas Supply Costs in New York*. Synapse Energy Economics for Keyspan Energy.

Hornby R., C. Swanson, M. Drunsić, D. White, P. Chernick, B. Biewald, J. Kallay. 2007. *Avoided Energy Supply Costs in New England: 2007 Report*. Synapse Energy Economics for Avoided-Energy-Supply-Component (AESC) Study Group.

Takahashi K., B. Biewald, L. Johnson, J. Kallay. 2007. *Greenhouse Gas Reduction Strategies of Electric and Gas Companies in North America*. Synapse Energy Economics for Tokyo Gas.

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