



ENERGY CHANGEMAKERS

The Voice of Distributed Energy

Educating Markets | Elevating Leaders

Amplifying the Value of Distributed Energy

About Energy Changemakers



Energy Changemakers is a journalist-led media and content platform built exclusively for the **distributed energy and grid-edge market**.

At its core, the company operates at the intersection of:

- **Editorial authority**
- **Strategic content creation**
- **Owned audience distribution**

Our mission is to **Educate. Elevate. Amplify.**



Educate. Elevate. Amplify.



Energy Changers helps you:

- **Educate** the market through credible, insight-driven journalism on distributed energy, microgrids, and grid-edge innovation
- **Elevate** your company by turning your technical expertise into compelling stories that resonate with customers, partners, communities and investors. Content that is human, expert and engaging.
- **Amplify** your message to a highly engaged, high-intent audience, shaping the future of the grid

What Makes Us Unique

Like no other, Energy Changers combines:

- *Independent editorial credibility*
- Deep industry expertise
- Built-in owned audience distribution

This gives us a unique ability to **create content that shapes how the market sees your competitive advantage.**

Editorial Authority



Elisa Wood, Founder & Lead Strategist

- 30+ years covering the energy industry
- Co-founder of *Microgrid Knowledge* and *Real Energy Writers*, building them into a category-defining platform
- Former contributor to S&P Global Platts and major energy publications
- Recognized as one of the most trusted interpreters of distributed energy

"For an especially readable voice in the industry, the most consistent interpreter across these years has been the energy journalist Elisa Wood..."

— Malcolm McCullough, *Downtime on the Microgrid*, MIT Press, 2020



Why Work With Energy Changemakers?



Editorial Credibility, Trust & Authority

- Built exclusively for the grid edge, we're a journalist-led voice covering distributed energy technologies, projects, and policy with independence and authority.
- You're aligning with that trusted industry voice, with built-in access to the practitioners and decision-makers shaping distributed energy.
- Alongside our independent reporting, we partner with marketing and communications teams to develop **strategic content programs that shape how the market understands complex energy topics, and translating technical expertise into clear, credible narratives**
- When your story is told through Energy Changemakers, it carries unrivaled credibility.

A High-Intent Energy Audience



Energy Changers delivers highly valued, targeted influence.

We connect your brand directly with the decision-makers shaping grid-edge innovation

33.1k+

Combined audience Reach
(site, Substack, newsletter & social)

19k+

LinkedIn followers
(energy-focused)

42-48%

(Newsletter Open Rates 3x-4x industry avg,
with a 13.01% CTR)

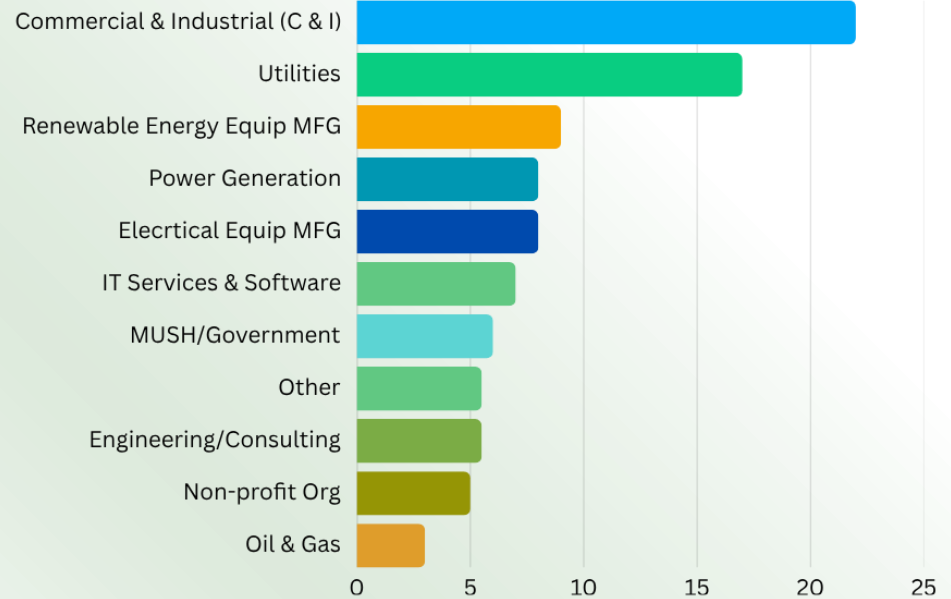
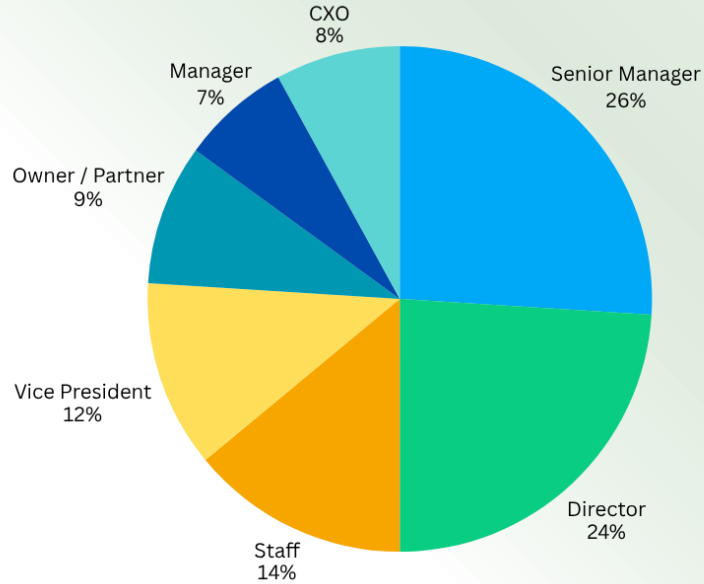
600+

Podcast listens per episode
(Top 10% global ranking)

52%+

Senior decision-makers
(CXO / senior leadership)

Audience Overview



Audience by Region
United States and Canada: 76.5%
EMEA: 14.2%
APAC: 8.8%

A la Carte Marketing Services



Research Surveys, Content Creation & Amplification

Short-Form & Long-Form Content

Educational, narrative thought leadership

Podcast Interviews & Podcast Commercials

Interview series and narrative storytelling available as ongoing programs.
Includes coaching your executive on podcast delivery!

1:1 Video Interviews

Professional video content featuring your SME industry leaders and innovators

Content Syndication

Cost-per-lead amplification programs extending your content reach

Our editorial voice combines authority and expertise with clarity and accessibility – delivering messaging that informs, engages and persuades your target audience

From strategy through production, we manage your program seamlessly

Energy Changers Marketing Services

- Communications strategy and messaging
- Blogs and articles
- Whitepapers
- Special reports
- Commercial case studies
- Website content
- Executive Podcast interviews with coaching included
- 1-on-1 Video interviews
- Webinars and webinar moderation
- Research services: market, brand or industry trends

Sponsored Podcast Interviews



Energy Changers Sponsored Podcast Interviews provide enterprise energy and infrastructure companies with a credible platform to position subject matter experts as industry thought leaders through trusted, editor-led conversations with long-term audience value.

Each episode is an in-depth, journalistic-style interview conducted by Elisa Wood, founder of Energy Changers, designed to explore real-world challenges, insights, and innovations shaping the grid edge and energy transition.

Why Should You Participate

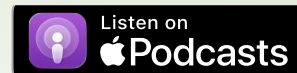
- Editorial credibility vs. advertorial promotion
- Senior, niche B2B energy audience
- Long shelf life with ongoing organic listens
- Multi-platform distribution (Apple, Spotify, YouTube)

Podcast Credentials

- 600+ Listens per episode
- Listen Score (LS): 24
- Global Rank: Top 10%
- Primary platforms: Apple Podcasts, Spotify, YouTube



Available on



Substack App



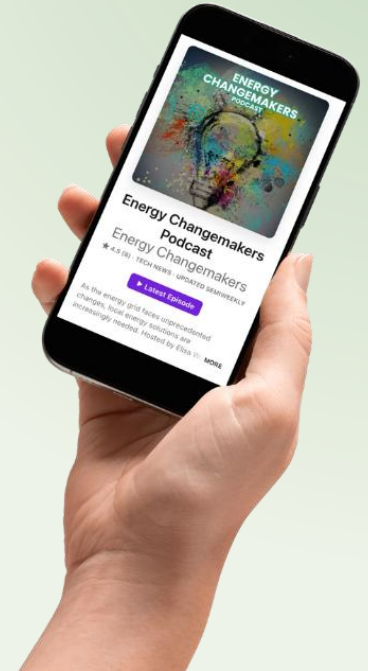
Sponsored Podcast Interview Details



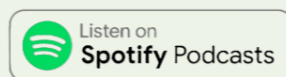
Energy Changers Podcast, with Elisa Wood

- Kick-off call and topic(s) consultation with Elisa Wood - thought leadership, topic-driven framing
- A 30-minute video podcast interview conducted by Elisa Wood with your SME.
- **Coaching of your executive or SME** on podcast delivery to ensure a professional podcast you can share and promote.
- Includes a **companion article** written by Energy Changers and hosted within our editorial flow.
- **Distribution** on Apple Podcasts, Spotify, YouTube
- **Permanent placement** in the Energy Changers podcast feed.
- Optional CTA to sponsor-owned asset.

- **Promotion** includes 2X social post to 19k+ LinkedIn followers, plus 2X promotion in the Energy Changers newsletter [6k+ subscribers] and with our Substack community.
- **Optional Content hosting** of the Sponsor's related content (i.e. whitepaper) on the Energy Changers Resources page.
- **CPL programs** available for your related content – pricing by request.
- Sponsor owns the rights to the podcast



Available on



Podcast: Host-Read Sponsor Message



A Trusted Voice in the Energy Industry

For more than two decades, Elisa Wood has shaped how the energy sector understands emerging technologies, policy shifts, and market transformation.

Her reporting and analysis are widely consumed by developers, utilities, regulators, investors, and innovators.



Host-Read Sponsor Message Inclusions:

- Sponsorship of an Elisa Wood *editorial interview* of a leading energy industry expert: including policy experts, economists, scientists, government, NGOs or other leading journalists. [a custom built thematic editorial sponsorship option is available]
- **Pre-Roll Sponsor Message** – Your brand awareness message at the top of the show - approximately 40 words will keep it tight and memorable.
- **Mid-Roll Sponsor Message** – Deeper storytelling delivered by a trusted expert - approximately 100 words that provides room for a short narrative, a value prop and a call-to-action.

The Energy Ambassador Program



Join the Energy Changers Community.

We offer customized membership packages for **Energy Ambassadors**: innovators and leaders who shape the energy narrative and drive the transition to a decentralized grid.

You also gain access to the Energy Changers Substack Community. A place for you to share an idea, offer a question to the group, or ask for advice.

The Energy Changers Ambassador Program Details:

- A free subscription to the Energy Changers Substack community
- Access to exclusive, community member-only content
- Network with partners and industry leaders
- Become a voice in DER, energy efficiency, storage, EVs, and VPP conversations
- Customized Content Creation & Amplification Package
 - **1-on-1 content strategy consultation** with Elisa Wood
 - **Content calendar** development
 - **Long-Form Content:** persuasive Whitepaper to influence opinion and drive action
 - **60-day lead-gen program** using your new whitepaper = 100 guaranteed leads
 - **Sponsored Podcast Interview** with Elisa Wood and your SME – includes coaching
 - **Companion article** for your Podcast on the Energy Changers site
 - **Promotion:** Newsletter announcements and social media amplification of the whitepaper and the podcast
 - You retain all rights to the content
 - *Ambassador Program partners receive a 10% discount off of any additional marketing services.*

Ambassador Program Investment = \$23,500

Content Syndication



Lead-Gen: CPL Programs

Top Of Funnel – Single Touch Leads – Single Piece of Content

Prospects that engage with a single piece of content are considered more top of funnel.

Middle Funnel – Multi Touch leads – 2-3 pieces of Content

Prospects that engage with multiple pieces of client content are considered more mid to bottom of funnel as their involvement demonstrates their interest.

ABM Multi touch

Includes targeting from CPL and a target list of companies.

CPL –Apply filters such as:

- Function
- Title
- Industry
- Geography
- Company Size/Revenue
- Special Opt-in Language/or privacy language
- Direct Integration with CRM/Marketing Automation
- Suppression Lists and TAL lists are accepted

APPLICABLE CONTENT

- Short/Long Form content
- Vendor Neutral, Project Based
- Educationally Focused
- “How to” vs. “with what” content

Brands Engaged with Energy Changemakers for Content & Community



About the Team



Turning technical expertise into market influence.



Mark Johnson, Business Development

Mark Johnson brings decades of leadership, growth strategy and entrepreneurial experience in energy media to his role overseeing business development and strategic initiatives at Energy Changers. Over the course of his career, he has helped build and expand some of the industry's most influential publishing and information brands, including serving as vice president of energy at Endeavor Business Media, managing director of T&D World and the Utility Analytics Institute at Informa and co-founding Energy Central, where he also led the Intelligent Utility and EnergyBiz divisions as vice president.



Steve Rooney, CSO

Steve Rooney leads sales, marketing and partner relations for Energy Changers, working closely with clients to develop customized marketing and sponsorship programs that align with business goals and connect brands with highly engaged energy audiences. Known for building strong long-term relationships and delivering measurable campaign value, Steve previously worked with energy brands at Endeavor Business Media, where he focused on sales, audience engagement, and strategic marketing initiatives across the company's energy portfolio of T&D World, EnergyTech & Microgrid Knowledge. His background spans energy publishing, digital media, and business development, with deep expertise in connecting companies to the evolving energy marketplace.



Veronica Trotto, Media and Ad Ops Lead

Veronica Trotto brings more than a decade of experience in publishing operations, client support and digital media management. Veronica oversees client services, supporting both the editorial and business development teams. Her broad skill set spans advertising support, lead generation, customer service, program management and digital publishing platforms, making her an essential part of the company's ability to deliver a seamless experience for readers, partners and clients alike.

Thank You

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