

## Accounting for Sustainability: Meet the Panel

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### **BusinessClimate, Andrew McKeon, Principal & Founder**

Andrew McKeon is founder of BusinessClimate, a provider of consulting services that help clients create value in ways that foster sustainability while increasing their global competitiveness and profitability. He has organized the annual conference BusinessClimate to gather global leaders in sustainability to explore the technology, policy and management transformations which are necessary to build a resource efficient low-carbon economy. Underlying what is perhaps the greatest business opportunity of the 21st century, Andrew believes there is an organizing principle akin to Moore's Law, which lent predictability to the growth of the semiconductor industry and built today's information economy in which we live and work. Andrew has held the position of MTS (Member of Technical Staff) at AT&T Bell Laboratories (now Alcatel-Lucent) and, thereafter, worked as an operations and control specialist in derivatives at Goldman Sachs and Vice President and Business Area Controller at Deutsche Bank. In 2006, he began working with US Vice President Al Gore in raising awareness on climate change. Andrew has been a sought after speaker and instructor on climate change and technology. His writing has appeared in such publications as Greenbiz, Reuters, and strategy+business magazine. He has been invited to speak at NASA, the United Nations, the Deming Biennial, and was a keynote at the IEEE sponsored PICMET 2009. He is an advisor to the UN-GAID and is a member of the Board of Directors of TransitCenter. He holds an MS in Mechanical Engineering and an MBA, both from Columbia University.

### **Brunswick Group, Oliver Phillips, Partner, Corporate Responsibility & Sustainability Practice**

Oliver Phillips leads Brunswick's Corporate Responsibility and Sustainability practice in the US and assists clients with crises and broad corporate reputation issues. He brings highly specialized expertise on matters involving corporate social responsibility, and has significant experience creating mutually beneficial alliances between corporations and non-governmental organizations (NGOs), across a wide range of areas. His principal clients include ABInBev, Cisco, Chevron, Hilton Worldwide, PepsiCo and the World Wildlife Fund. Mr. Phillips ran global media strategy for UNICEF from 2003 to 2006, overseeing communications for the agency's priority campaigns. Prior to that, he was Senior Advisor and Communications Director for Gray Davis, former Governor of California, from 2001 to 2003. Before joining Gov. Davis, Mr. Phillips had a distinguished career in broadcast journalism in Europe, Asia and the U.S., working for ITN, NBC and CNN. He has won a number of major international journalism awards, including two New York Festival of Television Awards and a Cannes Prix de Presse for his coverage of the collapse of the Soviet Union; a special mention by the British Academy of Film and Television (BAFTA) for reporting on the Chechen war; and a Livingston Award nomination for live coverage of the U.S. bombing of Baghdad. Mr. Phillips is a graduate of Cambridge University and fluent in French and Russian. He is co-founder and a board member of Mwikali's Gift, a New York-based non-profit organization focused on clean water, malaria and education projects in Africa.

### **Erickson Strategies, Michelle Erickson PhD, Principal**

Michelle Erickson is a recognized thought leader working at the intersection of sustainability, technology, and innovation. She is Principal of Erickson Strategies, a boutique consultancy that delivers custom, leading-edge solutions to corporations in sustainability program design, training, and communications. Dr. Erickson speaks regularly at industry conferences and is frequently interviewed by news outlets for her perspectives on trends in Green IT and environmental sustainability. Prior to founding Erickson Strategies, Dr. Erickson served as Initiative Director, Sustainability & Research in Citigroup's Global Operations & Technology (O&T) organization. There, Erickson designed and implemented two path-breaking global programs: Citi's award-winning Sustainable IT Program and the Citi Global O&T Research Center of Excellence. Under her leadership, Citi was twice named America's Greenest Bank by Bank Technology News and named by Computerworld three years in a row as one of the Greenest IT organizations in the world. Dr. Erickson first joined Citi in 2006 as a member of the Office of the Global CIO, where she managed overall enterprise IT governance and the primary control function for the CIOs Chief of Staff and Business Liaison Office. Dr. Erickson is a founding member of Climate Interactive, a coalition of business, non-profit and academic organizations that help people visualize the long-term climate impacts of decisions being undertaken today. With a background of innovative leadership and expertise, she has consulted for several industries, including print and multi-media, non-profit, philanthropy, and higher education. In addition, she has held teaching appointments at New York University and Stern College for Women of Yeshiva University. Dr. Erickson holds a PhD and MA from New York University and a BA from Newcomb College of Tulane University.

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### **Ernst & Young, Paul A. Naumoff, Global and Americas Director of Climate Change & Sustainability Services**

Paul A. Naumoff is the global Ernst & Young organization's Global and Americas Director of Climate Change and Sustainability Services – Business Incentives and Ernst & Young LLP's Director of Tax Credits Investment Advisory Services. Paul leads project teams throughout the Americas that work with clients interested in energy efficiency and carbon reduction initiatives, renewable energy production and the development and manufacture of green products. Paul helps clients identify and secure federal and state tax credits, incentives and grants for energy efficiency initiatives, renewable energy production developments and green products manufacturers. Paul also assists clients with LEED certification of energy efficient buildings and obtaining associated tax incentives and credits, as well as documentation and quantification of Sec. 179D tax deductions. Paul assists clients in modeling tax benefits of investing in renewable energy sources and energy efficient assets to demonstrate the resulting reduced payback period and increased returns on the investments. Paul's team also advises on transactions that help clients monetize tax credits. Additionally, Paul assists clients with managing risk and compliance obligations with the growing area of carbon taxation. Over Paul's 16-year career with Ernst & Young LLP, he has worked with companies on a full range of economic development services, including analyzing state and local tax burdens; securing federal, state and local business and tax incentives and credits; reporting market demographics; selecting sites; and analyzing economic impacts. Paul has broad experience in the retail, distribution, manufacturing, financial services, energy, biotech, clean technology and logistics industries and with more than 30 states. His experience encompasses helping clients secure virtually all forms of federal, state and local government incentives and subsidies. Prior to stepping into the Americas role to meet the growing demand for services related to climate change and sustainability, Paul was Ernst & Young LLP's Co-Director of Business Incentives and Credits group. He led a national network of more than 100 business incentives and credits professionals whose business incentives knowledge comes from their collective experience on more than 1,000 economic development incentives and credits engagements covering 44 states and nearly every major city. Paul received a B.S. in Finance from Miami University in Ohio and graduated from Capital University Law School. Paul is a frequent speaker at national conferences for tax practitioners and administrators, energy consultants and other industry groups on the topics of business taxation, climate change and sustainability incentives and credits and other aspects of economic development.

### **KPMG, Christine Kachinsky, Federal Tax Partner**

Chris co-leads the U.S. Credits practice, which assists companies with R&D, energy and other credits and related incentives to help them leverage available R&D tax credit opportunities to enhance their tax efficiency and cash flow. She is also a member of KPMG's Global R&D Incentives Team. Chris consults with clients on numerous tax issues, including accounting periods and methods, mergers and acquisitions, IRS examinations, and various credits, grants and incentive issues primarily in the areas of R&D and energy. Chris has been involved in various aspects of the research tax credit for over 15 years, including assistance with technical issues, multiyear research credit reviews, identification of exposure items, defense of the credit during examination and the pre-filing process, and automation of clients' research credit information-gathering process. She assists clients with research credit claims for product development, manufacturing process improvements, and internal use software in a wide range of industries. Chris also assisted Fortune 500 companies with operational tax reviews of their Corporate Sustainability Programs and Strategies in order to identify and obtain various incentives for energy and sustainability related investments in the form of grants, investment tax and/or other tax credits, and current deductions. Her representative clients include businesses like Colgate Corporation, IBM, MeadWestVaco, Louis Vuitton, and GlaxoSmithKline. Chris has many related publications, including "Research and Development Tax Credit - Current Trends and Hot Topics", KPMG Tax Watch, November 17, 2009, "New M-3 Rules for R&D Costs Create Issues for Taxpayers", Tax Notes Volume 132, Number 2, July 11, 2011, "Federal Research Tax Credit: Maximizing Your Company's Tax Savings", Strafford Publications, May 26, 2009, and more. She has also spoken at various conferences and events, including the Council for International Tax Education, Alliance for Tax, Legal, and Accounting Seminars, North Shore Tax Forum, and more. Chris has a BS in Honors Accountancy from DePaul University, where she graduated summa cum laude. In addition, Chris is also a Master of Taxation with Distinction from DePaul University.

### **NYSERDA, Scott Kessler, Business Partners & ENERGY SMART Products Program Manager**

Scott Kessler is a Project Manager in NYSERDA's New York City office where his work is split between managing NYSERDA's outreach to the Commercial Real Estate sector and managing a number of programs aimed at increasing the amount of energy-efficient products and practices offered by manufacturers, retailers, and contractors. Scott works with a number of associations and trade

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groups including serving as chair of the Manhattan Chamber of Commerce's Retail and Hospitality green steering committee. Prior to coming to NYSERDA, Scott worked at Connecticut Light and Power on their commercial and industrial energy efficiency programs and advocated for climate change legislation for Environment New Jersey. Scott holds a Bachelor's in physics from Middlebury College and a Master's in Sustainable Energy Engineering from the University of Maryland.