

MEET THE PANEL

Ariella Maron is the Deputy Commissioner for Energy Management at the NYC Department of Citywide Administrative Services. Prior to this role, she was the Deputy Director of the NYC Mayor's Office of Long-Term Planning and Sustainability, the office responsible for the implementation of PlaNYC, the city's long-term sustainability plan. She was part of the core team that developed PlaNYC, focusing on air and water quality, energy, and climate change. She has also worked as a senior project manager in the Energy Division of the New York City Economic Development Corporation, as an urban planner in the Bronx Office of the New York City Department of City Planning, and as an analyst at the energy, economic consulting firm PA Consulting Group (formerly PHB Hagler Bailly). She received her Master in City Planning from MIT where she concentrated on environmental policy and urban design and focused her thesis research on mainstreaming green building in NYC. She received her undergraduate degree from the University of Pennsylvania.

Maria Aiolova is an architect and urban designer in New York City. Her work is focused on the theory, science and application of ecological design. She is the founding Co-President of Terreform ONE and a Partner at Planetary ONE. Maria directs the ONE Lab School for Urban Ecology and the One Prize Design and Science Award. Most recently, Maria was faculty at Pratt Institute, Graduate School of Architecture and Urban Design and Parsons the New School for Design. She has taught at University of Toronto, Wentworth Institute of Technology and Boston Architectural Center and has been a visiting lecturer and critic at Harvard GSD, Columbia University, Cornell University, CUNY, Washington University, the Cooper Union and Rhode Island School of Design. Maria was the Winner of the Victor J. Papanek Social Design Award sponsored by the University of Applied Arts Vienna, the Austrian Cultural Forum, and the Museum of Arts and Design in 2011. She has a number of winning competitions including first place in the CHARLES/MGH Station, Boston and the Izmir Post District International Competition, Turkey. Maria won the Zumtobel Group Award for Sustainability and Humanity and the Build Boston Award. She received her M.Arch. in Urban Design from Harvard University, B.Arch. from Wentworth IT with Honors, Dipl.-Ing. from the Technical University of Vienna, Austria and Sofia, Bulgaria.

Tom Glendenning specializes in cities, buildings, transit and energy. He has successfully created hundreds of millions in investment value from complicated assignments worldwide. He reclaimed real estate once confiscated by the Third Reich (Leipzig, Germany), turned a disused retail center into a highly successful niche trade mart (London, UK), developed an urban alternative energy powerplant prototype and a sustainable economic model for less developed areas. He has assessed the viability to create a new music entertainment destination in Times Square and created an energy strategy for a 120 year old monastery in the South Bronx. Public sector work includes with the NYC Department of City Planning. Corporate work includes facilities strategies for two Fortune 25 companies (including strategies that support the roll-out of alternatively powered vehicles). Tom was also the team lead of a Harvard alumni revenue strategy for NYC bikeshare, and with the Chamber of Commerce and Con Ed created the highly successful Transportation Transformation series designed to accelerate the roll-out of

implementation-ready transportation innovation (www.transtrans.org). He has been invited to think tanks at Harvard on alternative energy and cities, and recently participated on a government-sponsored Chinese Energy Technology Trade Mission.

Lex Heslin is the President and CEO of Beautiful Earth Group, a utility-scale sustainable energy developer based in Brooklyn, New York.

Founded in 2008, Beautiful Earth Group is a privately-funded firm investing exclusively in clean energy generation and technology. Beautiful Earth is committed to helping the world change its dependence on fuels that pollute our planet to the utilization of power sources that lead to sustainable, life-enhancing relationships between humans, their communities and the earth.

In December 2010, the company broke ground on its 38-megawatt Del Sur Solar power plant in Lancaster, California. Del Sur Solar is expected to generate more than 65 gigawatt-hours of “Beautiful Energy” brand of electricity per year, enough to power over 10,000 homes.

Beautiful Earth developed the first solar-powered electric vehicle charging station in New York in 2009. The off-grid, modular charging station was constructed with recycled, decommissioned steel shipping containers and entirely powered by photovoltaic panels. Beautiful Earth donated the charging station to the Brooklyn Bridge Park in late 2010 to power its electric security and maintenance vehicles. In 2011, Heslin founded the New York Center for Sustainable Energy (“NYCSE”, pronounced “nice”) a non-profit educational institution, designed by the world-renowned international architecture firm Gensler. The company is also active with its Smart Sister Cities program which builds and supports relationships between cities around the world which share the common goal of becoming net-zero.

Prior to starting Beautiful Earth Group, Heslin worked in project and power generation finance at Sanwa Bank in Tokyo, then at Goldman, Sachs & Co., before becoming president of Capital Holdings, a real estate investment firm in New York. Over the course of his career, he has been involved in financing several billion dollars of groundbreaking transactions in power generation and infrastructure development worldwide.

Heslin received a BA from Emory University, MBA from Mercer University, MSc from the London School of Economics and was a postgraduate research scholar at Seikei University in Tokyo.

Michael Ellis leads GreenOrder’s work with General Electric. GreenOrder has been the principal strategic advisor to GE at the highest levels on the creation, implementation, and ongoing development of its award-winning, multi-billion dollar ecomagination initiative.

Previously, while at the consulting firm Katzenbach Partners LLC, Michael led client projects in culture change, process improvement, and cost-cutting and created the firm’s renewable energy practice area. While at Harvard Business School, Michael consulted to cleantech startups on matters including greenhouse gas monitoring and management, biofuels market evolution, developments in public policy, and public-private collaboration.

Michael graduated from Yale College with a BA in Cognitive Science and from Harvard Business School with an MBA.