

PENELOPE HOPE

London, UK | www.linkedin.com/in/penelope-hope
Public Speaking Representation | matthew@msagency.co.uk

RENEWABLES ENTREPRENEUR & SPEAKER

Utilities sector founder, advisor and speaker; inspiring excellence to influence change

An accomplished and purpose-driven **energy sector leader** working at the intersection of climate impact and **transformative business growth**. The ability to develop a **clear strategic vision** from a complex set of issues with **12+ years' experience** in regulated sectors; **utilities and investment**. Confident operating at the highest level with a talent for galvanizing diverse management teams into sustainable, **outperforming companies**.

- 1 of only 2 women in the UK to have launched a renewable energy supplier, quadrupling the business value over 2 years and delivering positive EBITDA.
- Awarded 'Utilities Businesswoman of the Year' at the Great British Businesswoman Series 2021 for pioneering the integration of social justice in the for-profit sector.
- Built the industry's first gender-balanced Non-Executive Board alongside a proprietary offsetting program, delivering 20-30x carbon sequestration vs market average.

- ✓ High Growth Ventures
- ✓ Commercial Excellence
- ✓ Growth & Profitability
- ✓ Capital Fundraising
- ✓ Decarbonisation Strategy
- ✓ Organisational Culture
- ✓ Shareholder Engagement
- ✓ Regulatory Expertise
- ✓ Leadership Integrity

ADVISORY ROLES

Member of the Supervisory Board

September 2021 – present

CARLSON INVESTMENTS SE, WARSAW

Presiding over executive decisions to deliver long-term growth and sustainable impact while fulfilling fiduciary duties as a board member of a public listed company in a regulated industry.

- Provided guidance to expand the parent company to 11 global subsidiaries through a series of cross-sector strategic acquisitions prioritizing multiples and ESG criteria.
- Advised on capital deployment for 41 venture investments (€195 AUM) resulting in a second fund (€250m raise) focused on SDG solutions in cleantech/circular economy.

Energy Specialist Advisor

June 2023 – September 2023

HELPFIRST, LONDON

Leveraged deep sector knowledge to support the Founder and Chairman in crafting a value proposition for their utilities clients to form the basis of the company's strategic roadmap.

- Educated senior leaders on the specific impact of automation to the cost-to-serve ratio and helped to articulate this in terms of operational efficiency and social value.
- Identified relevant energy institutions and conferences and built collaborative industry relationships by facilitating introductions and advising on marketing strategy.

EXPERIENCE

Non-Executive Director

June 2022 – May 2023

REBEL ENERGY UK, LONDON

Oversaw the early scaling phase to surpass the 50,000 customer threshold by maintaining a focus on profitability and sustainable growth during a period of rapid industry consolidation.

- Executed a raise for bridge financing of £300k, implemented a 6-month trading hiatus and streamlined the underlying cost structure to navigate adverse market conditions.
- Staged the only successful market re-entry to deliver outperformance; £35m in Sales and £4m Net Profit, with first dividend paid to investors representing a 5% ROI (2023).

Co-Founder & Chief Operating Officer

January 2020 – May 2022

REBEL ENERGY UK, LONDON

Successfully realized a vision for the UK's first social energy retailer building the business from conception, through OFGEM's market entry process, to supplying first organic customers.

- Conducted a structural value analysis of the industry to form the basis of a long-term strategic plan, a clear investment thesis and effective positioning within the market.
- Raised £1.5m in seed capital from a cohort of 30 business angels plus a further £500k from 700+ investors in an unprecedented public round which was 335% overfunded.
- Sourced, trained and managed 20 new hires including 5 Heads of Department as direct reports, 4 NEDs and a former FTSE 250 Chairman to lead our gender-balanced Board.
- Designed and led an operational management structure, value system and Wellbeing Programme which resulted in exceptionally high levels of motivation and productivity.

Strategist & Corporate Financier

June 2014 – December 2019

INDEPENDENT CONSULTANT, LONDON & MONACO

Supported various growth companies to deliver their strategic and commercial plans including business model rationalisation, investor marketing and event-driven asset raising campaigns.

- Contributed to a series of funding rounds totaling >£100m in primary/secondary equity for European and Silicon Valley tech companies, VCs and investment funds.
- Organized 150+ private and family office investors alongside 11 corporate partners for Monaco's leading tech conference with 20% pitching companies immediately funded.
- Key player from inception at an AIFM hedge fund client with an avg yield of 22%+ p.a. responsible for mapping out the growth strategy and building the investor base.

Equity Research Analyst

June 2012 – March 2014

GOLDMAN SACHS INTERNATIONAL, LONDON

Selected for the award-winning Media stocks team, no.1 ranked within the firm based on total client votes, producing sector-leading investment research for global institutional investors.

- Earned 120% ROI on our 'conviction list' stock recommendations vs departmental avg. of 30% by developing an innovative framework to identify outperforming companies.
- 3 x large-cap IPOs with extensive fundamental research for stock initiations followed by pre-deal investor education roadshows in conjunction with the M&A business.
- 'Strong leadership and communication skills with outstanding written communication, a calm and supportive teacher to new staff, positive, proactive, diligent' – final review.

EDUCATION

University of Cambridge, UK February 2022 – April 2022
Institute for Sustainability Leadership – Business Sustainability Management, 1:1

University College London, UK September 2007 – June 2011
Department of Greek & Latin – BA Classics, 2:1

AWARDS

Most Influential Board Member | Investments – Winner July 2024
THE INFLUENTIAL BUSINESSWOMAN AWARDS, UK
Awarded by Acquisition International for contributing to the significant growth of Carlson SE's parent company as well as venture capital investments to address sustainability challenges.

Businesswoman of the Year | Utilities – Winner October 2021
GREAT BRITISH BUSINESSWOMAN SERIES, UK
Award presented by Carol Vorderman to recognize excellence in utilities leadership and for pioneering work to link corporate and sustainability outcomes as a lever for social change.

PRO BONO

C-Suite Business Advisor May 2022 – January 2023
ASTIA VENTURE CAPITAL, LONDON

SELECTED PODCASTS

The Sustainable Director: [Promoting women in corporate leadership](#) January 2024
Future Builders: [Transforming the business model of an energy company](#) July 2023
Centre Think Tank: [Rebuilding the UK's energy networks](#) November 2022

SELECTED SPEAKING

Zoa Technologies: [Electrify Everything series: Zero carbon homes](#) March 2024
SHIFT Innovation Conference: [Rewiring our energy networks for impact](#) June 2023
United Nations COP26: [Gender, diversity and decarbonisation](#) November 2021
Future of Utilities Conference: [Redefining the utilities' customer experience](#) October 2020

INTERVIEWS

Proco Commodities: [IWD 2024: In conversation with Penelope Hope](#) November 2022
Female Founders Forum: [One in a million: case study, Penelope Hope](#) November 2022
Kelly Services: [Gender bias in STEM: a conversation with Penelope Hope](#) March 2022
Brightsmith: [EnergiseHer series: Penelope Hope's clean energy story](#) November 2021
New Business: [The Rebel Energy journey with founder Penelope Hope](#) May 2021
New Power Magazine: [Can Rebel offer something new to energy customers?](#) May 2021