

PENELOPE HOPE

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ENERGY & SUSTAINABILITY LEADER

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' executive 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**.

- The youngest female entrepreneur to launch a UK 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.

- ✓ Business Transformation
- ✓ Commercial Excellence
- ✓ Growth & Profitability
- ✓ Change Acceleration
- ✓ 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 strong multiples and ES 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

Member of the Board

June 2022 – May 2023

REBEL ENERGY UK, LONDON

Oversaw the early scaling phase to surpass the 50,000 customer threshold by maintaining 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 600+ investors in an unprecedented public round which was 335% overfunded.
- Sourced, trained and managed 25 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.

Corporate Strategist & Financier

July 2015 – 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 other investment funds.
- Organized 150+ private and family office investors alongside 10 corporate partners for Monaco's leading tech conference with 2/10 pitching companies immediately funded.
- Key player from inception at an AIFM hedge fund client with an avg yield of 20%+ p.a. responsible for mapping out the growth strategy and building the investor base.

Equity Research Analyst

June 2012 – June 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	2022
Institute for Sustainability Leadership – Business Sustainability Management, 1:1	
University College London, UK	2007 – 2011
Department of Greek & Latin – BA Classics, 2:1	

AWARDS

Utilities Businesswoman of the Year – 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

Chairwoman of the Business Network	October 2022 – present
CENTRE THINK TANK, UK	
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

Smart DCC: A career journey conversation with Penelope Hope	October 2023
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

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