ecobee

Institute for Management & Innovation
UNIVERSITY OF TORONTO
MISSISSAUGA

MScSM
Master of Science in Sustainability Management

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Industry Challenges

- Climate change influencing severity and frequency of high heat and storms which affect the power grid's integrity and increase risk of blackouts.
- Electrification of buildings and transportation increase electrical demand on the grid & growing amount of variable renewable energy sources leads to grid imbalance - increasing the need for advanced energy management.
- Trend moving away from centralized power plants to decentralized energy production (e.g., solar and batteries at home, microgrids).
- Increasing energy supply and supply chain costs driving the need for cost savings.

ecobee Energy

- Develop flexible load and energy management solutions that enhance grid resiliency. Collaborate with utility partners in executing and enrolling customers into demand response programs.
- Work with utility marketplaces to deliver energy efficient smart home devices to customers.
- Help customers automatically save more money and energy with smart thermostat optimization software (eco+) and features like Community Energy Savings and Time-of-Use (TOU).
- Further opportunities in development: energy markets, voluntary carbon markets, grid modernization.

Sustainability @ ecobee

- 25 TWh energy savings = keeping 17.7 million tons of CO2 out of the atmosphere and taking the city of Los Angeles off the grid for one year.
- Advance energy equity by providing reduced cost thermostats to low-to-moderate income-qualified communities.
- Donate Your Data: ecobee users share anonymized thermostat data to support scientists with their clean energy and grid modernization research.
- Repair/responsibly recycle every returned unit. Sell re-certified thermostats.
- Paid volunteer days, donate an ecobee product to employee's favorite charity, and contribute monetary donations to fundraising events.
- Sustainable packaging: tapioca starch trays, switched from paper manuals to all digital ones, re-use of vendor-to-vendor packaging.
- All ecobee thermostats are ENERGY STAR certified.

Cultivate curiosity.

Aim for impact.

Think like an owner.

Give respect and build trust.

Work for the planet.

Start with the customer.

Accomplishments

- Data analysis of demand response email marketing campaign metrics & reporting of trends/results to internal teams and external partners.
- Assisted in the execution and development of digital & print advertisements.
- Tracking and sales reporting of multiple marketplaces promotions.
- Wrote and published two articles: (1) How communities can keep the lights on this summer & (2) Lower energy bills with automated energy efficiency.
- Comprehension of customer journey and utility partner needs to update training and customer support decks.
- Helped coordinate product development and marketing assets for new pilot energy savings program.
- Deployment of B2B quarterly newsletter to 800+ partners.
- Assisted in pitching and briefing processes of multiple new business opportunities and marketing campaigns.
- Developed documentation of team's processes and operations.
- Coordinated revamp and stakeholder meetings for key website pages.
- Created new name for women employee resource group: Women@ecobee.
- Helped manufacture 1000 non-functional thermostat units for retail partner.
- Reviewed research papers and proposals for Donate Your Data program.

Skills Learned

- B2B/B2C Marketing campaign process: creation, pitch, brief & deployment
- Data analytics (BigQuery) and trend analysis of marketing metrics
- Writing communication to internal and external stakeholders
- Stakeholder and customer relations management
- Building business cases for internal resources
- Process management and documentation
- Product development process
- Project management and coordination
- Knowledge of sales, supply chain operations, product management

Key Insights

- The energy industry is broad and complex with many collaborators.
- Marketing is cross-functional, can be technical, and varies across all industries. Essential to understand the customer journey for effective strategies.
- Internal documentation is important for knowledge sharing and team efficiency.
- The future of sustainability in the energy industry: grid modernization and reliability/resiliency solutions, energy equity and affordability, integration of renewable and clean energy supply at the grid and local levels.