



For Immediate Release
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SmartPower President Brian F. Keane Named CEO of The Year

Clean Energy & Energy Efficiency President Selected By Corporate LiveWire

Washington, DC – Brian F. Keane, the President of SmartPower (www.smartPower.org), the nation's leading non-profit marketing firm dedicated to promoting clean energy and energy efficiency has been named the 2016 CEO of the Year by Corporate LiveWire.

Each year Corporate LiveWire publishes and celebrates the innovation and excellence of those firms, teams and individuals who have shown continued excellence, and innovation amid ongoing global economic uncertainty.

Among tens of thousands of nominations, the judging panel at Corporate LiveWire considers the strengths of each shortlisted candidate, setting its sights firmly on the most innovative, groundbreaking and client-focused firms, teams and individuals who have transformed the way in which they do business. Each and every winner was chosen on merit and has shown excellence, innovation and strong leadership throughout their various activities over the past calendar year.

“And as the votes were tallied, Brian F. Keane, President of SmartPower was named our CEO of the Year.”

“Brian F. Keane impressed our judging panel with the way he has managed to bring the issue of clean energy and global sustainability to

the forefront of public discussion in the United States,” said James Drakeford, Editor in Chief of Corporate LiveWire. “This is one of the most pertinent issues of the 21st Century and Brian’s compelling and digestible marketing campaigns have engaged the American consumer into making serious considerations regarding their own efforts towards energy efficiency and clean energy. His passion and enthusiasm coupled with a clear and precise message enables Brian and SmartPower to successfully connect to consumers and their needs.”

“This is indeed an honor,” said Brian F. Keane, President of SmartPower. “But of course, this award really belongs to the entire SmartPower Team – our Community Outreach Managers, our staff, and our volunteers who each and every day are working in their communities carrying out the goals and mission of SmartPower. Each of them helping to make our world energy smart.”

In its announcement, Corporate LiveWire noted:

“Perhaps most significantly, in just three years – and with investments of less than \$3.5 million – the SmartPower Solarize campaigns in 2016 have resulted in over \$100 million of installed residential solar energy. ***This is a major milestone for such an exciting company that is so clearly at the epicenter of this emerging marketplace.*** And it is even more significant since it comes amidst recent high profile losses among some of the industry’s largest solar companies. For these reasons, among many others, we name SmartPower’s President, Brian F. Keane our CEO of the Year.

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