

DAN LIEBERMAN

◆ MARKETING AND COMMUNICATIONS ◆

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PROFESSIONAL EXPERIENCE

Principal

Ampolo Marketing and Communications
October 2025 - present

- Created my own consulting agency to provide marketing and communications services
- Contracted with multiple clients, including REACH Strategies and Natel Energy
- Projects include serving as Project Manager for Peninsula Clean Energy's 2026 rebrand

Fractional CMO

DoubleLand
May 2025 - present

- Serve as head of marketing for pre-revenue agrivoltaic (solar on farms and ranches) start-up
- Developed and am implementing marketing plan
- Created brand identity including logo, colors, fonts, website, templates, videos, blogs, social

Director of Marketing

Ava Community Energy
January 2018 - May 2025

- Joined pre-launch of a now \$1B Community Choice Aggregator (CCA), a public energy agency
- Led largest on-boarding of accounts in California CCA history to date (>550,000)
- Led social media, advertising, website, email marketing, outreach, and customer comms

Director of Marketing & Public Affairs

Peninsula Clean Energy
Sept 2016 - December 2017

- Head of marketing, customer care, and public affairs for start-up \$250M public agency
- Led largest on-boarding of accounts in California CCA history to date (>220,000)
- Served as Chair of the Marketing Committee of industry trade group, CalCCA

Senior Marketing Manager

SunEdison
Dec 2014 - May 2016

- Planned, developed, and implemented B2B commercial product marketing strategies
- Developed go-to-market strategies for community solar products and REIT segment
- Wrote blogs, microsheets, direct mail, slide decks, email, website, and video copy

Senior Utility Partnership Manager

3Degrees Inc.
Aug 2007 - Nov 2014

- Developed and implemented turnkey green power programs for electric utilities
- Created and executed ROI-based, utility-branded, marketing and retention plans
- Clients included Tennessee Valley Authority and several California municipal utilities

Director of Clean Energy Policy

Center for Resource Solutions
Nov 2000 - Jul 2007

- Directed the national Green-e Renewable Energy Certification Program
- Convened and facilitated regional stakeholder groups and national advisory board
- Supervised six program staff and oversaw business line budget of ~\$1M

Energy Product Manager

Utility.com
Jan 2000 - Nov 2000

- Managed retail renewable electricity product (recurring customer base of 40,000)
- Led licensure and regulatory processes to sell electricity in five states
- Served as company liaison to utilities and regulatory agencies

Energy Efficiency Project Coordinator

City of San Jose Env Services Dept
May 1998 - Dec 1999

- Served as Project Manager for U.S. DOE/Urban Consortium Energy Task Force grant
- Developed \$425,000 Public Goods Charge-funded "TEEM-UP" project

EXPERTISE

- Marketing Strategy (AMA certified)
- Brand Management
- Social Media (AMA certified)
- Public Relations
- Content Marketing (AMA certified)

TOOLS

- Productivity (Asana, Wrike, Confluence, Jira)
- Website management (WordPress, Google Sites, Wix)
- Social media (Hootsuite, LinkedIn, Meta, Google)
- Marketing automation (Granicus, AirTable)
- CRM (Salesforce, Hubspot)

CIVICS

Northern California Solar Energy Association

Member of Board of Directors 2013 - 2017

City of Albany (CA) Climate Action Committee

Mayoral Appointee 2007 - 2014 and 2023 - present

EDUCATION

The University of Texas at Austin

Master of Business Administration (MBA) and
Master of Public Affairs

Macalester College, St. Paul, MN

Bachelor of Arts, Major in History

Portfolio available at: ampolomarketing.com