

RESUME

Donna Powell

Strategic Planning & Communications

Education: B.A. Consumer Behavior, University of Connecticut

Experience: 20 years of strategic planning and communications management experience delivering results for businesses in energy, financial services and consumer sectors. Ms. Powell specializes in developing innovative solutions for new market entry, stakeholder engagement, corporate branding and positioning, regulatory compliance, media relations and crisis communications. She has created programs supporting the nation's retail electric access pilot, the U.S. General Services Administration's first 100%-renewable energy site contracts, Independent System Operators market design (New England, New York and PJM Interconnection), mergers and acquisitions, corporate reorganization and divestiture, and distributed generation, demand response and fuel-cell technology projects. Ms. Powell has held both client and agency-side positions, worked in competitive and regulated industries, and served on advisory panels for Forrester Research and The Gallup Organization.

- **The Essex Partnership, L.L.C.** - Strategic Planner. Ms. Powell works with the Partnership to provide enhanced consulting support to existing clients. She specializes in stakeholder outreach, compliance program planning and facilitation, executive support, internal communications, and external affairs.
- **Northeast Utilities** - Competitive Group Communications Manager. Headed corporate and marketing communications for all non-regulated subsidiaries, from the launch of Select Energy, Inc. and its growth to 11-state electric and natural gas marketing operations (\$2.5 billion annual revenue), to 2006 divestiture supporting NU's shift in strategic focus. Developed industry-leading customer acquisition and relationship management programs to maximize direct sales, indirect channels and customer aggregations. Provided full-service corporate communications support for wholesale and retail marketing business, energy services companies, and competitive generation assets.
- **Subway Franchisee Advertising Fund Trust** - National Advertising Manager for the Subway restaurant chain in the U.S., Canada, Mexico and Australia. Oversaw all advertising and promotional campaigns for the world's fastest-growing franchise operation. Managed budgets and integrated field resources in excess of \$100 million annually. Developed and implemented system-wide communications and training programs for 9,000+ franchisees and 90 ad agencies in 450 local markets. Responsible for strategic alliances and marketing partnerships with Kraft Foods, PepsiCo, 20th Century Fox, Paramount Studios, NASCAR, U.S. Olympics, ESPN, MTV Networks, The Gallup Organization and Second Harvest.
- **Cronin and Company, Inc.** - Account Supervisor. Responsible for development, research and implementation of award-winning advertising and public relations campaigns for regional, national and international clients including United Technologies, Teleco Oilfield Services, The Marriott Corporation, and First Connecticut Bancorp.