



SIEMENS

Ingenuity for life



LIDIJA SEKARIC, PhD

National Business Director

Location: Arlington, VA

Biography

In her role as National Business Director, Lidija sets the strategic direction for Siemens business units on the topic of Distributed Energy Systems, with focus on on-site energy generation, energy storage, and advanced control systems, including microgrids and virtual power plants. She leads market approaches to customer segments, policy development, and strategic technology investments.

Lidija has over 15 years of strategic experience in energy and semiconductor industry, and federal government. Prior to joining Siemens she served in a variety of executive and advisory roles at the U.S. Department of Energy (DOE) where she managed a portfolio across multiple

applied energy programs and supported and oversaw a number of national lab programs. Her experience at DOE includes serving as the Director of the DOE SunShot Initiative where she led the near and long-term US government solar program strategy. Lidija has served at the executive committee level for several organizations, including the International Energy Agency (IEA) and currently serves on advisory boards of research institutes and other organizations.

Lidija holds a Ph.D. Applied Physics from Cornell University and has been granted 30 U.S. patents in the field of nanotechnology and semiconductors.

SIEMENS

Ingenuity for life



SIEMENS

Ingenuity for life



Martha E. Senf LEED® GA

National Business Development Leader,
IoT for Building Solutions
Location: Charleston, SC

Biography

In her current role at Siemens, Martha provides business development and project development assistance to performance contracting teams that are considering building level IoT systems. In 2019 and 2020, she has worked on projects that will install over 15,000 Enlighted sensors as the base of an IoT system for Siemens customers. She brings experience gained in her 15 years with Siemens to the local Siemens teams as they develop and implement projects. Her goal is to ensure that customers receive the solution they want as well as benefit from “best practices” being employed in each project. She works with a team to provide financial analysis, technical analysis and risk mitigation on projects that include Enlighted sensors and the Comfy application.

In addition to her current responsibilities, Martha has worked on the development of many different types of projects over the past 15 years including water and wastewater projects and renewable energy projects such as solar, wind and waste to energy. Prior to working for Siemens, she was employed by Shell Gas and Trading in Houston, and was responsible for selling commodities and price risk management services to industrial customers. She is a member of the American Water Works Association, a LEED Green Associate, and a graduate of Syracuse University.

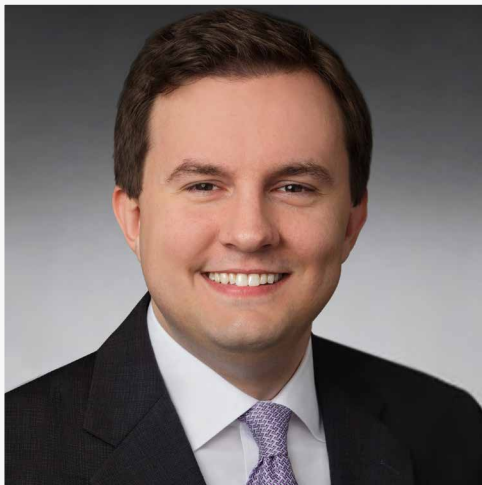
SIEMENS

Ingenuity for life



SIEMENS

Ingenuity for life



Kevin Scarborough,

Energy Services Business Development Manager

Location: Covington, GA

Biography

Kevin develops and drives strategic Energy Services plans for each individual branch in the Southeast Zone. These strategies are implemented through collaboration with zone and branch leadership, the energy services operations manager, automation service sellers, customer service managers, and energy engineers. Kevin assists in the development and implementation of training programs to give salespeople and CSMs the tools to grow their individual accounts with Energy Services. Kevin provides direct support to

sales by participating in sales calls, helping create account plans, developing presentations, and serving as a subject matter expert in discussions with customers. The value proposition of Energy Services is to provide innovative digital and efficiency solutions to our customers that drive energy savings, operational improvements, and promote sustainability.

SIEMENS

Ingenuity for life