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Optimum Energy Appoints New President and Chief Executive Officer

SEATTLE, February 2, 2015 - Optimum Energy, the leading provider of data-driven cooling and heating optimization solutions for enterprise facilities, announced that it has appointed Bert Valdman as president and chief executive officer of the company, effective February 20. Valdman joins Optimum Energy from Edison International, where he was senior vice president and chief strategy officer since 2011. He has served on the Optimum Energy board of directors since 2013. Valdman replaces Matt Frey, who has served as president and chief executive officer of Optimum Energy since 2010.

“Bert Valdman’s leadership experience in the energy industry, along with his years in investment banking, will enable him to set the course for future growth and market expansion at Optimum Energy,” said Stan Baty, chairman of Optimum Energy and founder of Columbia Pacific Advisors.

“I am excited to deploy Optimum Energy’s innovative solutions to serve commercial and industrial customers and reduce energy expenditures, greenhouse gas emissions, and water consumption,” said Valdman. “Optimum Energy is in an exceptionally strong market position today, with annual sales up 33% and a solid product roadmap in place. I look forward to building on the strong foundation Matt has provided, and working closely in my new role with the outstanding team of professionals at the company.”

Valdman was a top executive at Edison International, the parent company of Southern California Edison, one of the largest electric utilities in the country. Prior to joining Edison International in 2011, Valdman was the executive vice president and chief operating officer of Puget Sound Energy where he was responsible for regulated electric and natural gas distribution operations, as well as the Customer Service, Information Technology, and Community Affairs functions. He also served as Puget Energy’s chief financial officer from 2003 through 2007.

Before joining Puget Energy, Valdman was a managing director with JP Morgan where he spent 16 years in a variety of positions in the investment bank in New York and Paris. He earned a bachelor’s degree in history from Northwestern University, as well as masters and doctoral degrees from Stanford University.

Optimum Energy develops software and mechanical engineering solutions that improve the operational performance of heating and cooling systems in commercial buildings and on corporate and college campuses. The result is significant and ongoing electricity savings and greenhouse gas reductions, as HVAC systems typically account for more than 50 percent of a commercial building’s energy consumption.

Optimum Energy has successfully deployed its products at more than 170 customer sites in North America and is currently expanding into Europe and the Mideast. Customers include Johnson & Johnson, Amgen, the University of Texas at Austin, Mineta San Jose International Airport, and the Rockefeller Group.

Investors in Optimum Energy include Columbia Pacific Advisors, Edison International, and Navitas Capital.

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