



411 First Avenue South  
Suite 620  
Seattle, WA 98104  
T 888.211.0918  
[optimumenergyco.com](http://optimumenergyco.com)

## Optimum Energy Hires Vice Presidents for Sales & Marketing and Business Development & Strategy

**Seattle, WA, September 2, 2015**—Optimum Energy is pleased to announce senior level leadership additions to better serve clients and business partners.

Larry Stapleton joins Optimum Energy as Vice President, Sales & Marketing from Ballard Power Systems, where he had overall revenue responsibility for fuel cell products and professional services and he was President of the U.S. based subsidiary, Ballard Fuel Cells Systems. Prior to Ballard Power, Stapleton led worldwide sales & marketing for the software firm, BSQUARE, where he focused his efforts on growing market share, developing international business channels and growing product and professional service revenue.

Alaina Bookstein joins Optimum Energy as Vice President, Business Development & Strategy from Bridge Strategy Group, where she was Managing Director with the Energy and Industrials Group. In this role, she developed and executed growth strategies, formed strategic partnerships, and managed the design, implementation, and delivery of energy efficiency programs for clients. Prior to Bridge Strategy Group, Bookstein was a senior executive with UBS and American Express, where she led the development of successful partnerships.

“We are delighted to welcome Larry and Alaina to the team,” said Bert Valdman, President and CEO of Optimum Energy. “Their experience will allow us to build on our success in becoming the trusted advisor to global enterprise customers as they consider strategies to lower their energy use, operational expense, and carbon footprint.”

### About Optimum Energy

Optimum Energy provides industrial software solutions and mechanical engineering services to reduce energy and water consumption in HVAC systems. Optimum Energy’s solution is currently in close to 100 facilities worldwide.

HVAC systems account for up to 60 percent of a building’s electricity usage. Optimum Energy’s optimization software reduces energy consumption by as much as 50 percent. Optimum Energy also offers applications to lower on-going operations and maintenance expense through predictive cloud-based software.

Press Contact:  
Bryan Bright  
[bryan.bright@optimumenergyco.com](mailto:bryan.bright@optimumenergyco.com)  
(206) 673-5136