

## Fiveworx Hires Laura Orfanedes as VP of Customer Success

KNOXVILLE, Tenn., Aug. 19, 2014—[Fiveworx](#), a software-as-a-service company that helps utilities increase participation in their energy efficiency programs while reducing their marketing costs, announced today that it has added [Laura Orfanedes](#) to its growing team as vice president of customer success. Orfanedes, who previously led Cadmus' energy services division's marketing and communications team, helps Fiveworx's utility clients design, implement and evaluate energy efficiency and demand response programs by crafting successful customer engagement solutions.

“Laura adds a wealth of energy efficiency program marketing and behavior change knowledge to the team,” said Fiveworx CEO [Patrick Hunt](#). “With her vast experience in the energy space, she will ensure our customer engagement efforts and platform developments are designed in the best possible way for results, and that sort of results-oriented approach is sure to help our utility customers achieve their energy efficiency program goals.”

Orfanedes has twenty years of experience as a professional communicator, helping clients change behaviors of consumers, businesses, and public organizations around energy efficiency, water conservation and technology. Her clients included National Grid, NSTAR, WMECo, Consumers Energy, Georgia Power, Cape Light Compact, Unitol, Ameren Illinois, EmPower, Focus on Energy, Northwest Energy Efficiency Alliance, Northeast Energy Efficiency Partnerships, Collaborative Lighting and Appliance Standards Project, and the Arkansas Energy Office.

“From planning and implementation to research and evaluation, marketing in the energy industry is where I've spent a majority of my career.” said Orfanedes. “I'm excited to bring my expertise to Fiveworx, and continue to help our industry successfully engage and motivate customers in reducing their energy use.”

While with Cadmus energy services division, which assists electric and gas utilities and energy-efficiency organizations in planning, designing, managing and evaluating energy efficiency marketing campaigns to change consumer behavior around the adoption of energy-efficiency, Orfanedes used qualitative and quantitative data to understand audience motivations and barriers to energy efficiency, as well as gauged market response to campaigns to help clients improve their efficiency marketing.

Over the past 15 years, Orfanedes has designed and overseen the implementation of award-winning energy efficiency marketing campaigns that have been recognized by the Association of Energy Services Professionals (AESP), the Environmental Protection Agency (EPA), E-Source, and the American Council for an Energy Efficient Economy (ACEEE), including *Mass Save*, *Start Small*, *Save Big*, *Like to Save*, and *Change a Light, Change the World*, which helped transform the market for residential energy efficient lighting. She is also on the board of directors for the Association of Energy Services Professionals (AESP), is a trainer of AESP's energy efficiency marketing course, and its co-chair of Topic Committees.

For more information about Fiveworx, visit [www.fiveworx.com](http://www.fiveworx.com).

### ABOUT FIVEWORX

Fiveworx helps electric and natural gas utilities increase customer participation in their energy efficiency programs, while dramatically reducing their marketing costs, thereby delivering deeper and broader energy savings for every marketing dollar spent. The company's flagship product, Do 5 Things, is a marketing automation solution that drives more utility customers to participate in multiple utility energy

efficiency programs, while also delivering additional behaviorally-based energy savings. Fiveworx innovative software solution leverages proprietary Efficiency Segmentation Profiles—or Fiveworx ESP™—as well as leading behavior change principles and big data analytics to deliver a highly personalized, meaningful and relevant list of the energy efficiency actions each customer should take to see a true difference in their utility bills and comfort. Fiveworx is a spinoff of Shelton Group, the nation’s leading strategic marketing communications firm focused exclusively on energy efficiency and sustainability. For more information about Fiveworx, visit [www.fiveworx.com](http://www.fiveworx.com).