

# Fiveworx' Jamie Lalos Wins AESP's One to Watch Award

KNOXVILLE, Tenn., Feb. 17, 2015 - Fiveworx, a marketing software company for the energy sector, announced today that its own Jamie Lalos has been selected as the Association of Energy Services Professionals' (AESP) 2015 One to Watch Young Professional.

Sara Van de Grift, chair of AESP's board of directors, presented the award to Lalos last week at the association's 25th annual conference in front of hundreds of energy services professionals from North America and abroad. This award is presented annually by AESP to a young professional (under the age of 35) who has demonstrated leadership and made measurable achievements at his or her company for advancing the energy service field.

"We've been watching Jamie ascend in her career and were thrilled when she decided to bring her enthusiasm, intelligence, and unwavering commitment to quality to Fiveworx," said Patrick Hunt, Fiveworx' CEO.

"With this award, it's terrific to see the rest of the world acknowledge what we already knew to be true; she is truly the One to Watch!"

Before joining Fiveworx last year, Lalos spent six years in Cadmus' energy services division's marketing and communications team led by Laura Orfanedes, who also joined Fiveworx last year as its vice president of customer success. At Fiveworx, Lalos oversees day-to-day management of client engagements, serving as the primary contact with utility clients, overseeing programs, responding to client needs, ensuring quality, and analyzing results.

"It's very humbling and gratifying to be recognized with this award from an organization I greatly respect and from whom I have learned so much," Lalos said. "From conferences and topic committees to everything else it does to support energy professionals, AESP has been, and will continue to be, a huge partner in my career."

Lalos has more than a decade of experience in designing, marketing and evaluating energy efficiency programs. She launched her career overseeing a \$30 million annual program - the New York State Energy Research and Development Authority's Keep Cool Air Conditioner Replacement Program. One of the industry's most high profile programs at the time, it received numerous awards from ACEEE and ENERGY STAR, and set the standard for appliance turn-in program design. Since then, Lalos has gone on to manage numerous award-winning marketing efforts recognized by AESP, ACEEE, ENERGY STAR, E-Source, and the Telly Awards.

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

## **ABOUT FIVEWORX**

Fiveworx is a marketing automation platform purpose-built for the energy sector. We combine proprietary psychographic consumer segmentation with predictive analytics, behavioral economics, adaptive learning, and personalization in a digital engagement platform designed to help energy companies increase revenue through lead generation and nurturing, customer acquisition, energy efficiency program marketing, and other critical marketing and communications needs. We know the American energy consumer better than anyone, and we deliver the right messages to the right customers at the right time, driving awareness and participation in programs and services, and increasing customer satisfaction. Our software algorithms are based on 10 years of research into Americans' attitudes, opinions, perceptions and behaviors about energy and the environment. 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).