

Sandy Fischler-Laube



Energy Experiential Marketing & Program Design

- Senior Manager – Building Decarbonization, Energy Solutions National & CA 2022-2023
Strategy for operations, partnerships, and incentives for the various clean heating programs. Program design/architect TECH Clean California equity decarb program.
- Senior Program Manager, Franklin Energy: **Various Programs** Statewide CA 2019-2021
Oversight of residential Energy Efficiency Retrofit Program for PG&E pay-for-performance program (residential single-family retrofit) for PG&E. Manage strategy for the PG&E portfolio of programs, lead upgrades to Salesforce portal, provide vision and workflow for a team of 25.
- Senior Program Manager, Build It Green: **Various Programs** Statewide CA 2017-2019
Oversight of Multifamily Energy Efficiency Retrofit Program for SoCalREN and for Advanced Home Upgrade (residential single-family retrofit) for PG&E. Manage strategy for the PG&E portfolio of programs, lead upgrades to Salesforce portal, provide vision and workflow for a team of 25.
- Account Manager/Event Producer, Momentum Worldwide: **Energy Upgrade Mobile Tour** Statewide CA 2015-2016
Strategy and implementation of a CPUC directed statewide tour to promote energy and water efficiency. We used a Virtual Reality experience to show Californians how their choices and energy/water use impacted the state as well as their own household expenses. The tour visited 15 cities across California and resulted in 470,000 brand impressions.
- Creative Director for San Diego Gas & Electric's: **Home Depot End Cap Promotion** San Diego, CA 2014
Strategy and design for a "Rebate Center" end cap located in Home Depot in San Diego County. The end cap featured products found at Home Depot that were SDG&E rebate applicable and had a digital search with more detail on rebate programs available to SDG&E customers.
- Marketing Director for Southern California Edison's: **Operation Lamp Exchange** Long Beach, CA 2006-2014
This lighting exchange program traveled to 36 cities in SCE territory and exchanged over 270,000 incandescent lamps for efficient fluorescent portable fixtures. Total kWh savings were 19,000,000 over the 8 years the program operated. 63,000 SCE customers participated in the program.
- Marketing Director: **Energy Upgrade California Roadshow** Los Angeles, CA 2011-2012
The Roadshow was a Los Angeles County program to promote rebates for what is now known as Home Upgrade from Energy Upgrade California. The Roadshow traveled all throughout Los Angeles County to talk with California homeowners about options for making their homes more energy efficient while increasing comfort and value.
- Marketing Director for Southern California Edison's: **Mobile Energy Unit** Long Beach, CA 1999-2008
The MEU program was initially contracted by SCE to promote the ENERGY STAR program. The Mobile Unit (originally a converted Winnebago) travels still all throughout the SCE service territory promoting rebates, Demand Response, and other programs that can save customers money on their energy bills.

Special Events & Sports

Broadcast & Events Manager: **NFL Experience, Super Bowl XXXVII** San Diego, CA 2003
Stage Manager: **NFL Tailgate Party, Super Bowl XXXVII** San Diego, CA 2003
Broadcast & Events Manager: **NFL Experience, Super Bowl XXXVI** New Orleans, LA 2002
Broadcast & Events Manager: **NFL Experience, Super Bowl XXXV** Tampa, FL 2001
Broadcast & Events Manager: **NFL Experience, Super Bowl XXXIV** Atlanta, GA 2000

Event Producer/Director: **ESPN X Games, Winter X Games, X-Trials**
1996 Summer – Newport, RI • 1997 Winter - Big Bear Lake, CA • 1997 Summer - San Diego, CA
1998 Winter - Crested Butte, CO • 1998 Summer - San Diego, CA

Production Manager: **San Diego Street Scene** San Diego, CA 1998
Technical Director: **Sheraton/ITT Convention** Boston, MA 1996

Television & Concert Production

Production Stage Manager: **South Shore Music Circus 1995 Season** Cohasset, MA 1995
Associate Producer: **Nickelodeon GUTS 3rd Season** Orlando, FL 1994

Digital Skills (PC)

Microsoft: Excel, Word, Power Point, Outlook, Map Point, SharePoint
Salesforce
Adobe: Photoshop, Acrobat, Illustrator
UX & Content Strategy: Intermediate level
Code: Beginner level CSS, Intermediate level HTML, Intermediate level WordPress Designer

Professional Associations & Honors

Panelist for PLSN Pro-Production 2002 "Integrating the Broadcast Event"
Listed in 2000-2001 edition of Who's Who in the West (for charitable work in Non-profit sector)
Listed in 2006 edition of Who's Who in American Women (for charitable work in Non-profit sector)
Listed in 2004-2013 editions of Who's Who in America (for charitable work in Non-profit sector)
Listed in 2009-2012 editions of Who's Who in the World (for charitable work in Non-profit sector)

Charitable Work

Founder and Executive Director: **The Pilonidal Support Alliance** 2000 - Present
Board of Directors: **Cypress Art League** 2020 - Present
Board of Directors: **The Fuller Center for Housing of Los Angeles** 2014 - 2015