

# Strategic Direction for the Energy Transition

## Tammy MAYER



### Personal Information

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### Valid Work Permits

🇫🇷 France: permanent resident  
🇺🇸 USA: citizen

### Online Profiles

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🌐 [www.TammyMayer.com](http://www.TammyMayer.com)

### Languages

🇺🇸 English Native Speaker  
🇫🇷 French Fluent (C2)  
🇪🇸 Spanish Competent (B1)

### Writing Samples

The history of the deliberate creation of ignorance and controversy around the science of **global warming** (2018) [Read](#)

Reform proposal to integrate **environmental protections** and human rights into Europe's international trade policy (2019) [Read](#)

**Change management** strategy for organizational success (2018) [Read](#)

Analysis of the communications efforts needed to achieve the **Sustainable Development Goals** (2017) [Read](#)

### Public Speaking

Communicating about Renewables with the Stanley Center and Climate Tracker (Online - 11/2020)

Sustainable Development Goals and Advocacy at the United Nations (London - 9/2019)

Facilitated a session at the International Forum for Well-Being (Grenoble - 6/2018)

Advocacy and Organizational Capacity of Grassroots Civil Society Organizations (Baltimore - 3/2012)

Team leader and communications strategist with a passion for a just energy transition. Over 15 years experience in nonprofit management, policy advocacy, stakeholder engagement and communications. Demonstrated ability to motivate teams, engage stakeholders and develop strong organizational alliances.

### PROFESSIONAL EXPERIENCE

**Communications Manager** 8/2020 – Present  
*REN21 (Renewable Energy Policy Network for the 21st Century), Paris, France*

- Coordination of the communications team's activities (3-6 people, variable in a year).
- Leading the development and implementation of a communications strategy.
- Coordination of two major report launches (press + digital communications).
- Outreach and collaboration with strategic allies for campaign amplification.
- Coordination of two hiring processes and of procurement for 12+ contractors.

**Strategic Planning & Fundraising for Nonprofits (course)** 1/2020 – Present  
*Sciences Po (undergraduate and graduate university), Paris, France*

- Professor of a 16-hour course on launching and financing social impact projects.

**Strategic Communications Consultant** 9/2015 – 7/2020

*Various organizations in Paris and abroad: SNCF, Gemalto, Mobile Lives Forum, BSR*

- Crafting **precise messages** adapted to the target audience. Editing and structuring messages to spin debates in a desired direction. More than 90 people and teams, some of whom work in sustainable development, CSR or the **energy transition**.

**Instructional Leadership Team and English Teacher** 2/2013 – 6/2015  
*Patterson High School (disadvantaged urban public school), Baltimore, Maryland, USA*

- Data-driven strategic planning of the school's pedagogical approach and priorities.

**Director of Community Engagement** 8/2010 – 2/2013  
*Citizens Planning & Housing Association (advocacy nonprofit), Baltimore, Maryland, USA*

- **Team leadership** (12). Designed and implemented a new internship recruitment and supervision system, increasing the number of interns from 4 to 30 per semester.
- Directed **advocacy**. Monitored and evaluated public policies and their implementation. Wrote policy positions, reform proposals and speeches. Coordinated 2 advocacy coalitions with elected officials, public officials, experts and civil society. 2 successful legal complaints regarding discrimination in public housing policy.
- Developed and implemented the **outreach**, training and citizen engagement strategy. Increased the number of people trained from 200 to 600 per year.
- Responsible for **communications** and the team of content creators. Created a new website and blog. Revamped the email newsletter, increasing the number of click-throughs to the website. Doubled the Facebook page likes.
- Developed a large **network of partners** from academia, foundations, the public sector, civil society and politics who shared their expertise, staff and funds.

**Finance Manager** 2/2006 – 5/2008  
*People's Homesteading Group (urban development nonprofit), Baltimore, MD, USA*

- Tracked, analyzed and managed a \$600,000 budget and \$1.7 million in loans.
- **Transformed** financial protocols to reduce external audits from 4 weeks to 4 days.
- Fundraising. Negotiated grant terms. Raised \$15,000. Implemented a plan that increased contributions to the annual campaign by 25% in one year.
- Member of the **Leadership Committee** of a public policy advocacy group.

### EDUCATION

**Sciences Po, Paris, France** Average grades: 16/20 2018 – 2019

Master in Advanced Global Studies (M2): Sustainable Development Practice  
*Selected course topics: Development economics; Country development strategies; Lobbying and special interest groups; International negotiations; Sociology of contrived ignorance in environmental concerns; Environmental protections in international trade; Leading change*

**CNAM (night classes), Paris, France** 2017 – 2018

Economic policy and strategy in a global world; Microeconomics

**Towson University, Baltimore, USA** Summa cum laude (4.0/4.0) 2008 – 2009  
Master of Arts in Teaching (M2)

**Goucher College, Baltimore, USA** Cum laude (3.6/4.0) 2000 – 2004  
Bachelor of Arts in French