

## Andrea Gysin

### Key specialisms

- Innovation
- New business start-up
- Strategy development
- Business development
- General management

### Profile



Andrea is a business development professional with in-depth knowledge of the water, waste and renewable energy markets. She specialises in in technology-led innovation, and specifically the development and execution of strategies for technology commercialisation and new business start-up.

Andrea is one of the founders of EcoGenR8, which develops anaerobic digestion projects. She is working with Thames Water, the UK's largest water utility, to develop a ground-breaking renewable energy project. Prior to this she was the UK Market Director for EnerTech Environmental, Inc., a venture-backed start-up. Andrea joined EnerTech to establish its UK business and project pipeline whilst also serving on the management team for the US parent company. EnerTech developed strategic relationships with several UK water companies with a view to deploying the company's proprietary renewable energy solution.

Andrea spent the first ten years of her career in blue chip consultancies, initially with Atkins before moving to Mouchel where she was Head of Technology and Investment. During her time with Mouchel, Andrea worked with over 50 technology start-ups, developing routes to the UK water market and securing investment and project collaborations. She also developed new consulting business with water utility, government and financial services clients.

### Work experience

#### **Commercial Director ECOGENR8 LIMITED**

**2010 to present**

Established a new business to develop renewable energy projects in the UK. Secured a contract with a major water utility in early 2011 to develop food waste digestion assets; engineering design, planning and permitting are in progress and it is anticipated that the first plant will be constructed in 2014. Day-to-day project activities include securing feedstock contracts; engaging with regulators; overseeing design, planning and permitting; and financial modelling and analysis. New business development activities are focused on commercial customers across a range of sectors as well as core utility clients.

#### **Independent consultant**

**2010 to present**

Undertaking a number of consulting and interim positions, including:

- Strategic advice and business planning for Aquamatix, a software start-up;
- Interim General Manager for Isle Utilities, a technology and innovation consultancy;
- Development of an investment case to enter the water market for a FTSE-60 company;
- Development of a low-carbon innovation hub for a UK local authority.

**UK Market Director**

**2009 to 2010**

**ENERTECH ENVIRONMENTAL, INC.**

Establishing EnerTech's UK business; defining and executing the strategy for the roll-out of the proprietary SlurryCarb process and diversification of the technology portfolio. Experience included:

- Development of a robust project pipeline with two financial closes forecast in 2011; involved negotiation with landowners, identifying and securing feedstock, identifying and managing service providers to deliver planning, permitting, engineering design and construction.
- Working with a major UK water company to develop a programme for the roll-out of energy from waste projects across the company's asset base with a view to partnering for the delivery phase.
- Identification and validation of licensing and project opportunities in Europe and the Middle East.
- Member of the executive team, reporting to the CEO; responsible for operational and P&L management of the UK business, contributing to company-wide strategy, business planning and budgeting.

**Head of Technology and Investment**

**2005 to 2009**

**MOUCHEL PLC.**

Formation and growth of a specialist consultancy team focused on technology commercialisation, new venture development and carbon reduction consultancy. Developed and sold tailored offerings into Mouchel's existing client base and targeted new clients. Key successes included:

- Launched the Technology Approval Group (TAG) to facilitate routes to market for over 50 new technologies in the water industry. Developed the framework to source and evaluate over 500 technologies including a steering group with seven UK water company members (who also funded the programme). Secured over £20 million venture investment and numerous industry funded pilot and demonstration projects. The programme continues to operate today.
- Developed market analysis for industry and the public sector to support investment decisions, such as a Technology Roadmap for Northumbrian Water, United Utilities and Yorkshire Water (commissioned by Envirolink Northwest). This work identified drivers, technology requirements and barriers to entry through direct liaison with water company personnel; the output was used to determine Envirolink's ongoing business support and investment programme.
- Oversaw Mouchel's involvement in high profile publically funded programmes including the Green 500 (the Mayor of London's pioneering carbon management scheme) and the TRITECH Environmental Technologies Verification pilot programme.
- Developed strategic relationships with investors including Consensus Business Group and Foresight Group. Undertook a secondment with Foursome Investments (now Frog Capital) working alongside the investment team. Sourced deals, provided market intelligence, undertook due diligence and supported portfolio companies. Gained experience of deal sourcing and investment appraisal, including financial modelling and valuation expertise.
- Grew revenues and secured numerous new clients including private equity funds, utility companies and government agencies.

**Business Facilitator, New Ventures**

**1999 to 2005**

**WS ATKINS PLC.**

Providing operational and marketing support for the Research and Development (latterly New Ventures) department. This included working with the management teams of several technology joint ventures to develop sales strategies, co-ordinate marketing activities and monitoring project pipelines. Andrea was also responsible for developing promotional materials and co-ordinating stakeholder events for the department's industry funded research projects.