



BIOGRAPHICAL INFORMATION FORM FOR NHA BOARD ELECTIONS

Name: Carl Atkinson
 Title: Director, Sales and Marketing (US)
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Type of Company (independent power producer, investor owned utility, municipal utility, manufacturer, equipment supplier, engineering firm, law firm or other): Manufacturer

- Please circle appropriate description. Your company is:

regional

national

state

- Please circle:

Northwest	West	Southwest	Midwest
Middle Atlantic	Northeast	Southeast	

- How long have you been with your present company?

27 years

- How long have you been in your present position?

9 years as Sales Director. 17 years in Sales.

- **Briefly describe the responsibilities of your position and of your department or division as appropriate.**

As Voith's Director of Sales and Marketing in the US, I am responsible for Voith's business development activities and representing Voith Hydro as one of the world's leading manufacturers of hydroelectric equipment. I have 4 direct reports and, along with my colleague in Proposals, oversee a team of about 10 people focused on the US sales and proposal efforts from customer management to proposals to contract negotiation and signature. I report directly to the Voith Hydro Board of Management.

Voith's market space includes hydroelectric generating and pumped storage hydropower equipment in sizes from 50kw to 1 GW including turbines, generators, governors, exciters, controls and other related systems. We also provide installation, repair and rehabilitation services and parts for the US hydroelectric industry. In addition to manufacturing and representing Voith branded equipment, Voith also represents the legacy brands Siemens, Westinghouse, Allis-Chalmers, Fuji and S. Morgan Smith in the US, among others worldwide. I engage in all of these various areas of the industry and in other areas that are influenced by generating equipment including operational, environmental, grid, and licensing requirements.

My primary responsibilities are to develop the business relationships and opportunities, prepare the necessary proposal and pricing documentation including technical and commercial offerings, as well as negotiate and close the orders. The lifecycle of these activities varies widely from a few days to more than 15 years requiring both focused and sustained effort. I also manage how and where Voith Hydro is represented in our industry including conferences, sponsorships, advertising, social media and other integrated communications activities. I also serve as a key subject matter expert to trade media. My role in Voith requires that I work closely with all levels and functional groups within Voith Hydro as well as within our customer and stakeholder organizations.

I am also closely involved with our management team in any industry related legislative and political actions to be supported, opposed or undertaken by Voith. The best way that Voith, and really any business, can continue to be responsive and engaged in the US hydroelectric industry is to focus on being the best business they can be. Developing the market, working with legislators to open up opportunities, and, generally, preventing others from stifling opportunities for hydropower are the primary functions of my engagement. Supporting our customers in areas that affect operations and economics of hydropower are also key areas of focus. As an industry leader and influencer, Voith and I take this responsibility very seriously and believe our active participation in the NHA is a critical element in sustaining our industry.

- **Your work experience has provided you with an opportunity to develop important skills. As an NHA board of director, particular leadership and management skills are necessary to ensure that the Association receives policy direction and that it stays on course in responding to member's needs. Briefly describe the strengths and / or particular skills you would bring to the Board of Directors.**

Having been a member of the NHA Board for the last 4 years, I think it is important to assess whether I actually contributed the strengths and skills that I discussed when I was originally elected to the Board as well as any additional skills and strengths to offer in my potential second term.

My original offerings were:

1. Active and Honest Participation – Without question. I have participated very actively both on Board and staff actions over the last 4 years. Most importantly, I believe I have demonstrated integrity in my participation by sharing and speaking my positions and engaging in the open discourse that makes our Board informed and effective. I believe this is most recently demonstrated in my consistent but unpopular position on the IRA Domestic Content Bonus. Time will tell which position is actually adopted, but as noted above, pursuing the best approach for Voith's business is the best way I can contribute to the growth and sustainability of hydropower in the US. I fully intend to continue my active and honest participation on the Board and expand it to include Executive Board duties.

2. Communication – I have supported communication of numerous Board actions on technical, commercial, legal, and legislative language. I am comfortable supporting NHA efforts in any of these areas of communication by drafting, editing and/or delivering the necessary messages in writing and orally in front of legislators, our members, and other stakeholders. I have received encouragement from several of my Board colleagues to continue asking thoughtful questions and adding relevant context to the issues NHA faces. I provide context through my knowledge and experience of the industry and through my genuine interest in the issues that affect hydropower. While I believe I am doing what I set out to do, I can see the opportunity to do more – particularly as an Executive Board member.

3. Motivation – Motivating policymakers and other stakeholders in the US to better realize the value and benefits of hydroelectric power is one of the most important missions of NHA. Motivating others in the industry to support NHA, the issues we are actively addressing, and the conferences we put on are also key activities. I have supported all of these in the last 4 years as well as motivating students to seek out jobs and internships in the hydropower industry here in the US. I will continue to provide my skills to motivate and encourage others to value hydropower to NHA and the entire hydropower industry in this regard.

The additional skill I plan to share with NHA over the next 4 years is Leadership. I have supported the Executive Board over the last 4 years and have learned from their example. I believe it is time for me to share my leadership skills with and for the industry by running for Executive Board positions.

- **Have you been actively involved in NHA over the last several years, served on committees, etc?**

I have been active with NHA by participating in various committees like the pumped storage committee, the small hydro committee and the legislative affairs committee. I have reviewed and contributed to various white papers and attended several of the committee meetings both in person and via teleconference. As a Board member, I've attended all Board meetings and conferences as well as supporting the nominating committee for the Henwood award and the Board as well as development of our DEI policy. I've also supported numerous Hill visits to communicate NHA's messaging to our legislators in favor of hydropower.

- **If you are elected to the board, what are the specific priorities that you would pursue?**

1. Executive Board Leadership
2. Increasing the value of hydropower modernization in the US.
3. Improving NHA's participation in regional issues to increase NHA's recognition as the national advocate for hydropower.
4. Education. NHA is already supporting several initiatives to organize groups of individuals around the country to provide career guidance and support for hydropower education. The current effort with DOE to sponsor the Hydropower Collegiate Competition is a fantastic opportunity that I plan to support regularly over the rest of my career.

- **Is there anything you would like to add?**

I have been enthralled by hydropower since the summer of 1992 when I worked in Pacific Gas and Electric Company's Southern Area Hydro engineering and operations center in Auberry, California. I was exposed to the history, the elegance, the challenges, and the benefits of hydropower. I never looked back. I was hooked. To this day, I remain enthralled by this aging, but modern industry and the opportunities that technology can provide to rejuvenate and revalue hydropower in the modern economy. The renewable energy transition that is currently gripping the country to help us mitigate or reverse the effects of climate change are rejuvenating the arguments for hydropower and the redevelopment and new development of hydropower. It is a renaissance moment, and I absolutely want to be involved in the leadership of the industry in such exciting times.

Voith Hydro has the same long term vision that I have regarding hydropower. This is a huge motivator for me and a big reason for my success and continued interest in the industry. I have a place to learn, grow and teach in hydropower and this leads me to believe that there are other places like this that I should be involved with. I believe the NHA is also one of those places. I look forward to continuing my relationship with the NHA in a Board role and, hopefully, in an Executive Board role in the next 4 years. I will also continue to encourage and motivate others to do the same.

- **Gender Identification**

Female



Other

Prefer not to answer

- **Age**

< 30

30-39

40-49



60-69

>70

- **Race**

American Indian / Alaskan Native

Asian

Black / African American



Native Hawaiian / Other Pacific Islander

White

Other

Prefer not to answer