

## **Work Scope Chair EBA Board & Account Development and Branding**

### **The Role EBA Board**

Based on our leading innovation activities within energy storage, InnoEnergy was asked by the EU Commission, to develop the framework to enable the creation of a European battery industry. It was done with new and existing European industrial representatives from all parts of the battery value chain. The result was:

1. A set of recommendations to enable Europe to capture the rapidly expanding battery market, estimated at 250B€ annually from 2025 onwards.
2. A subset of action to implement the recommendations.
3. The formation of the European Battery Alliance (EBA).

Since this request, InnoEnergy has led the industrial work stream (known as EBA@250), which now includes 250+ stakeholders from across the entire value chain (the so-called EBA Ecosystem). The **European Battery Alliance** has become crucial, to enable Europe to become the winner in batteries.

Further details are available on the dedicated [European Battery Alliance web portal](#).

The EBA@250 is now entering an implementation phase and we now seek an EBA Board Chair to guide the implementation of this ambitious program.

### **The Role, Account Development and Branding**

On an overall level the function includes support in developing strategic roadmaps for InnoEnergy in technology and business development.

InnoEnergy has in its operational activities within its three business lines (BL); Innovation projects, Business Creation, higher Education as well as in its commercial business development with market up takers of the BL output, increasingly become attractive for companies and organizations in the renewable area. Within these areas there is a continued need to strengthen the InnoEnergy brand and find new strategic partners. It is particularly important to find new industrial partners, both large accounts, SMEs and startups. To attract new partners an active search, initiation of top-level contacts and develop strategic relations is expected, with the ultimate objective to acquire new partners (shareholders), that engages in all three Business Lines as well as commercial partners/off takers.

It is crucial for InnoEnergy to make correct evaluation of project and business opportunities and this requires besides internal skills a comprehensive network of experts, business, market and execution knowledge and experience. The function also includes both participation in various assessment, evaluations, advisory boards etc. of a broad variety of opportunities and activities, which requires an extensive and professional interaction with all parts of InnoEnergy organization as well as finding external experts to complement on a need basis.

The strategic branding of InnoEnergy is central in attracting new partners and the external image of InnoEnergy is increasingly important to make this happen. There is an increasing need to position InnoEnergy in Governmental circles, on EU level and in media. For branding the task is to be a spokesperson in various context and make InnoEnergy more visible in media, Government entities and in the EU community. This includes writing articles and selectively participating in conferences, keynote speeches, high level representation, etc. where the connection and development thereof is key.

## **Responsibilities**

- Guide the European Battery Alliance (EBA) activities through the EBA Board
- You report to the InnoEnergy CC Scandinavia Manager and should support the CC Manager in strategic questions.
- Give key input to the development of the strategic direction of the InnoEnergy activities, to all CC Managers as well as on corporate and board level.
- Encourage and develop cross thematic area activities
- Find and develop new strategic partners to InnoEnergy. This includes both Industrial, Academic and Public partners.
- Follow the development of the technical and regulatory landscape in the Renewable Energy Sector, with focus on the emerging battery industry and give regular communications about likely future development
- By “Thought Leadership” make InnoEnergy an interesting discussion partner for Industry, Government and Media
- Selectively represent InnoEnergy in media.
- Actively participate in the InnoEnergy activities related to the ETIP on Batteries

## **The Person**

- Extensive experience (C and board level) in managing large, complex and dynamic international organizations, projects and teams
- Extensive experience from Innovation work in judging technical and business potential in new projects, companies and collaborations.
- Experience from interaction with EU Commission and setting up complex structures involving Industry, Academia and Member States
- Experience from interaction with National Governments and Industrial Alliances
- Experience from leading the development of energy related strategies including technology and regulatory matters on member state level
- Experience from leading the development of energy related strategies on EU level and development of action plans
- Extensive and proven understanding of the ongoing energy transformation and underlying market forces
- Extensive and proven understanding of future technology and market trends in the Energy Field and seen and a Visionary Thought Leader in this area.
- Experience from cross industry cooperation on international level
- Extensive leadership skills and experience from leading large organizations on international level.
- Extensive experience from Board work in private and Public organizations.
- As a person you like opportunities, challenges and eager to achieve results
- You enjoy and see a multicultural environment as an asset, and see the value in working with all kinds of people, cultures and levels.
- People skills, relation building as well as proven inspirational key note speaker skills is absolute necessity.
- Excellent command of English, written and verbal.

## **Offer**

A challenging and exciting opportunity at the forefront of European innovation. The role is based out of Stockholm and requires extensive international travel. The assignment is for 2 years in case of mutual satisfaction, starting as soon as possible.

Once the budget for 2021 is known and in satisfactory of InnoEnergy working with the winner, there is possibility to extend the contract by another 24 months through a direct award procedure. This extension is subject to permitted budget, high quality performance of the contractor, as well as continuing need for the services, but does not bind InnoEnergy in any way to carry out this special procedure.

## **The Company**

InnoEnergy is the innovation engine for sustainable energy across Europe. For more details please relate to **[www.innoenergy.com](http://www.innoenergy.com)**