

Engineering an innovation culture at Rodan Energy

When Wesley Bristol joined **Rodan Energy Solutions Inc.** as a Director of Business Development in March 2015, he didn't have long to wait for his first industry event. Within his first week, he was attending the two-day Enercom conference, meeting senior officials of Ontario power utilities that would be part of his target market. "I was getting the chance to meet them before even calling on them as prospective customers," he says. "It was great to get my name out there."

Rodan Energy is a leading clean technology company that integrates green energy and smart grid solutions for power producers, distributors, industrial, commercial and institutional consumers. The company is headquartered in Mississauga, Ont., with an Innovation Hub in Kitchener-Waterloo and a Western Region office in Calgary.

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Paul Grod
President & CEO

"I wanted to get into the energy industry," Bristol says of his choice of Rodan Energy. "I liked that it was a smaller business where I would be



RODAN ENERGY EMPLOYEES AT THE COMPANY'S ANNUAL CHARITY GOLF TOURNAMENT

exposed to many different elements of work, from quoting to project management. With other companies, I might be limited to one specific task. It's turned out to be a great fit."

In its 14 years, Rodan Energy has grown from a local metering service provider to a national company that combines expertise in metering, engineering, demand response and energy management information systems. Its workforce has increased from six employees to 70. A further 10 per cent growth in staff is expected in 2017, with the possibility of more hires as more projects come online, primarily in the U.S.

Rodan Energy employs field service technicians, software developers, engineers, energy analysts, business analysts, program managers, and marketing and sales people. The Innovation Hub is home mainly to software developers and energy analysts.

"The corporate culture is client-

centric and innovative," says Paul Grod, President and CEO. "The focus is on helping our clients reduce their total energy spend by finding ways they could operate their facilities more efficiently, and manage their energy usage."

As Bristol discovered early in his job, the company is keen to promote the professional development of its staff. Rodan fosters a culture of innovation by encouraging staff participation in various industry events and by developing new solutions in cross-functional working groups.

During performance reviews, employees are asked what courses, seminars and conferences they are interested in. "We rarely say no," says Grod. "We encourage them not only to become better technically at their jobs but also to become better leaders."

Rodan Energy has an Educational Assistance Plan which reimburses

professional off-the-job training and subsidizes accreditation programs like Certified Energy Manager, Project Management Professional, and Certified Measurement and Verification Professional.

The Employee Initiatives Committee, with employee representation from all locations, organizes a series of fun social events throughout the year. These include an off-site holiday party, an Oktoberfest luncheon, a charity golf event, table tennis tournaments and foosball games. Each department has annual team-building activities. Bristol, for example, took part in the Sales and Marketing team's outing to a Toronto Marlies game.

To compete with much larger energy companies, Rodan Energy must differentiate itself. "We try to promote from within, as that builds loyalty to the company," says Grod. "Our success in recruiting and retaining top talent is also attributable to our family-friendly culture and providing a flexible work environment, which enables staff to balance a challenging career and a demanding family life."

70 employees in Canada

10 jobs available last year

1,417 job applications received last year

43.2 years, average age of all employees



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