

## 2nd German American Energy Conference 2010

March 22 - 23, 2010 in Berlin



**Brian F. Keane**  
President  
SmartPower

### Professional Career

Twice named "Connecticut's Environmental Hero", Brian F. Keane is President of SmartPower, a Washington, DC-based non-profit marketing organization dedicated to promoting clean, renewable energy and energy efficiency. Hailed as the "Got Milk" campaign for wind, solar and waterpower, SmartPower's award winning marketing campaigns have been credited with creating hundreds of GWh of clean, renewable energy across the nation.

With operations coast to coast, SmartPower has become the unrivaled marketing organization for the clean energy industry. For their efforts, Keane and SmartPower have been recognized with numerous awards, including the coveted *Green Power Pilot Award* presented by the US Environmental Protection Agency and the US Department of Energy; Four *Gold Awards* from the Service Industry Advertising Awards (SIAA); and the Connecticut Department of Environmental Protections' "*Green Circle*" Award. In 2005 Brian Keane was recognized as one of Connecticut's "*Outstanding Forty Under 40*". In the summer of 2009, Keane was offered a senior-level Presidential appointment to the US Department of Energy – an opportunity he turned down in order to stay at SmartPower.

A former advisor to the late Senator Paul Tsongas (D-MA) and a Congressional Aid to Representative Les Aspin (D-WI), Keane has used his background in politics and communications to create organizations that challenge conventional wisdom and ultimately become part of the national conversation and set the national agenda.

### Education and Additional Information

Keane is a 1989 graduate of The American University in Washington, D.C. where he earned a Bachelor of Arts in Broadcast Journalism and Political Science. The 10th in a family of 11 children, Keane served as the Chairman of his eldest brother's successful campaign for the Boston City Council and his brother's subsequent race for the U.S. Congress in Massachusetts' 8th Congressional District in 1998. Brian Keane was himself, briefly, a candidate for the Massachusetts State Senate in 2002. Keane serves as the President of the American University Alumni Association while also sitting on the Board of Directors of the Vermont based Clean Energy Group. He is also a member of the Board of Directors of The Solar Foundation.

### Pressekontakt

Janka Pieper  
AHK USA  
Tel: +1 (312) 494-2162  
E-Mail: [pieper@gaccomm.org](mailto:pieper@gaccomm.org)

Dr. Philipp Prein  
Deutsche Energie-Agentur GmbH (dena)  
Tel: +49 (0)30 726165-641  
E-Mail: [presse@dena.de](mailto:presse@dena.de)