



**AESC Hires New President, Continues Market Expansion**  
Energy Industry Veteran Brings Strategic Experience to Energy Engineering Mainstay

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**FOR IMMEDIATE RELEASE**

Carlsbad, Calif. (PRWEB) October 23, 2014 — Carlsbad-based energy engineering firm, AESC, is pleased to announce the recent hire of industry veteran Ray Pustinger to serve as company president and CEO. With more than 20 years' experience in the energy efficiency business, holding positions ranging from CEO to board of directors, Ray brings significant top-level expertise and networking prowess to AESC's seven offices located throughout California and Oregon.

Founded in 1994, AESC is a utility industry mainstay. Their cadre of energy engineers, demand side efficiency experts, program managers and software developers are routinely tapped by utilities and regulators for technology assessments, energy audits and custom software tools, as well as demand side management program design, administration and evaluation. From generation, transmission and distribution to commercial and residential consumption of energy, AESC has a thorough knowledge of today's energy solutions, emerging technologies and regulatory environment.

Pustinger's hire not only further solidifies AESC's position as a first choice for utilities and regulators, it also reinforces their expansion efforts.

"Industry trends, including continued growth of deregulated markets, distributed generation, renewables, smart grid and building intelligence, have utilities more focused than ever on client engagement," said Pustinger. "At the same time, commercial and industrial energy consumers remain motivated to invest in energy-saving technology, so long as they have confidence that they are making sound investments. AESC is positioned to help utilities and their clients to collaborate on energy solutions that are good for the environment, good for the 'smart grid' and good for business."

During his long industry tenure with companies who serve commercial and industrial facilities, including ABM Industries, [P2] Lighting, and Enerliance, Pustinger worked closely with utilities. In this work, he developed a thorough understanding of demand response and energy efficiency programs as well as their underlying funding structures. This knowledge, combined with his extensive network of commercial and industrial clients, energy solutions providers and systems integrators, makes him uniquely qualified to lead AESC's efforts to bridge the gap between utilities and commercial customers.

“Ray is a great addition to AESC because he knows what commercial clients want and understands how to connect their needs to those of utilities and technologists, orchestrating a collaboration that benefits everyone,” said AESC principal Ronald Ishii. “Our offices are filled with professional energy engineers. Ray brings financial, relationship and application engineering expertise to the table, skills which are vital in today’s rapidly changing energy markets.”

As AESC’s California-based practice has evolved to include clients in the Southeast and Pacific Northwest, Pustinger sees geographic expansion and a growing corporate sustainability practice as natural next steps for the company. “Our professional staff and team of mechanical, electrical and physical engineers have the skills, the history, the subject matter expertise and the network to play a key role in bringing utilities, commercial facilities and new technologies together. The demand is there, and we’re committed to a managed growth strategy to meet it.”

**About AESC:** Alternative Energy Systems Consulting (AESC) is an energy engineering practice headquartered in Carlsbad, CA. AESC specializes in utility incentive programs, technology assessments, demand side audits and applying smart grid technology to energy transmission and distribution. Founded in 1994, AESC provides program design and implementation, measurement and verification, and corporate sustainability services to utilities, regulators and private enterprise throughout the United States. AESC’s practical experience and customer base positions the firm at the intersection of public and private efficiency interests.

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