

# Rachael Ruelas

RachaelRuelas@gmail.com

www.rachaelruelas.com  
<https://www.linkedin.com/in/rachaelruelas>

## Energy and Sustainability Leader

Purposeful energy and sustainability professional with expertise in risk management, long-term vision, and strategic thinking. Naturally curious, continuously seeking to understand the drivers behind new data. Skilled in planning and systems thinking. Talent for public speaking and writing and thrives in environments where communication is critical. Fluent in the language of the energy industry, while able to translate complicated concepts into easy-to-understand decision points to share with business partners and leaders. Emotionally intelligent, culturally competent, and adept at teambuilding and cross-functional collaboration. Demonstrated history of strategic sourcing, skilled negotiation, and decisive action. Proficient in data analysis, with practical experience and academic knowledge of net zero, renewable energy, carbon markets, and conduction of materiality assessments. Experienced in energy auditing, water analysis, waste management analysis, and environmental regulations.

## Professional Experience

### **PetSmart, Phoenix AZ**

*Manager Energy and Sustainability, 2017 – Current*

- Manage multi-million-dollar utilities spend for 1600+ retail stores and seven distribution centers by generating an accurate budget, tracking variances, and employing efficiency strategies to maintain a safe and comfortable store environment while trending consistent year-over-year savings in cost and usage. Posted \$750K in expense savings in prior fiscal year through careful resource management despite rising energy rates
- Supervise bill payment, exception management, and tariff analysis for over 7,000 unique utility accounts. Tariff analysis provided \$9K in cost avoidance during prior fiscal year
- Procure and purchase electricity and natural gas in deregulated energy markets by carefully watching market indicators, making well-timed decisions, and respecting the company's risk tolerance.
- Strategic sourcing from supplier discovery through contract execution including e-Procurement, RFP analysis, negotiating and drafting primary provider agreements and project-specific scopes of work. Posted \$496K in capital savings in prior fiscal year through sourcing and contract negotiation
- Sourced and evaluated Energy Management System (EMS) hardware and developed business plan to replace aging and obsolete equipment
- Sustainability management including greenhouse gas reporting, peer retailer benchmarking, assessing company progress against UN Sustainable Development Goals, supporting B-Corp certification of Only Natural Pet brand, and responding to extended supplier responsibility legislation for packaging

### **Schneider Electric, Phoenix AZ**

*Client Associate, 2015 – 2017*

- Served a portfolio of multi-site retail clients with regional, national, and global operations by identifying and satisfying business needs from Utility Bill Management through long term strategy development. This resulted in high customer satisfaction scores and contract renewals with strategically important clients
- Prepared annual budgets and detailed variance analyses for clients' electric power, natural gas, water/sewer service, and landlord billed utilities which allowed them to plan their fiscal goals
- Responsible for strategic sourcing of electric power and natural gas supply in deregulated US markets as well as pricing, contract preparation and renewal, negotiation, and scope development, as well as revenue under management of client portfolio

## **PetSmart, Phoenix AZ**

*Energy Analyst, 2010 – 2015*

- Analyzed consumption and spend data on electricity, natural gas, and water for various business units for planning, construction, budget management, anomaly identification and conservation strategy development
- Facilitated the RFP creation, selection, evaluation, and management for energy management system (EMS) data analytics providers on the 2014 EMS Optimization Program, which yielded net savings of \$1.9M in FY2014 through energy consumption reductions of 5.1% year over year

## **Education**

### **Arizona State University, Tempe AZ**

Bachelor of Science, Communication with Sustainability minor (*summa cum laude*, 3.9 GPA)

### **Columbus State Community College, Columbus OH**

Associate of Arts, Humanities (*summa cum laude*, 4.0 GPA)

## **Speaking Engagements**

### **Energy Management 101, Featured Speaker**

*Edison Electric Institute (EEI) National Key Accounts Spring Workshop, March 2023*

### **Energy Fundamentals, Panel Speaker**

*EEI National Key Accounts Fall Workshop Indianapolis Indiana, October 2022*

### **How PetSmart Reduces Cost with Energy Demand Management, Featured Speaker**

*Webinar in partnership with CPower, February 2022*

### **Balancing Cost and Comfort: The case for always occupied setpoints, Featured Speaker**

*Webinar hosted by Phoenix Energy Technologies, September 2020*

### **Energy Management for Sustainability Success, Panel Speaker**

*Engie Sustainability Forum, Boston MA, November 2017*

## **Leadership Experience**

### **PetSmart Internship Program, Manager, 2022 and 2023 cohorts**

### **Habitat at PetSmart Associate Resource Group, Founder, Spring 2024**

- Designed mission, framework, engagement strategy, and metrics for success based on business priorities

### **Mosaic at PetSmart Associate Resource Group, Steering Committee 2019, Operations Lead, 2020 – 2023**

- Curated Allyship Toolkit and served as featured speaker during education events

### **WISE at PetSmart Associate Resource Group, Mentorship Circle, 2021 – current**

### **Sit!Stay!Speak! Toastmasters, Vice President Education, 2011 – 2014**

- Won 1<sup>st</sup> Place Area A4 Humorous Speech Contest and 3<sup>rd</sup> Place District 3 Humorous Speech Contest, *Fall 2012*

## **Certifications and Skills**

**Certifications:** Edge Negotiation Complete Skilled Negotiator

**Technical Skills:** Building Automation Systems Software (Novar Logic One and Opus, NexRev Freedom), Utility Bill & Energy Management Software (Engie Platform, Schneider Electric Resource Advisor, CASS Expense Smart, Phoenix Energy Technologies EDX), eSourcing (Ariba), Microsoft Office, Google Suite

**Industry Associations and Networks:** Edison Electric Institute, RILA Energy Management and Sustainability working groups, Smart Energy Decisions, Pet Sustainability Coalition, Sustainable Brands

**Languages:** English (native speaker), Spanish (elementary proficiency)