



## For Immediate Release

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### **M-RETS adds Rob Davis to executive team as chief growth officer**

MINNEAPOLIS, Minn — Sept. 9, 2024 — [M-RETS Inc.](#), a nonprofit organization headquartered in Minneapolis that operates North America's most expansive environmental attribute tracking platform, is pleased to announce the appointment of Rob Davis as chief growth officer.

"We're thrilled to bring Rob on board and welcome his deep expertise, passion for growth, and boundless good nature to the M-RETS team," said Benjamin Gerber, president and CEO of M-RETS. "Rob's combination of energy design and siting experience, industry knowledge, and experience with fast-growing software companies equips M-RETS to meet the moment for strengthening trust in renewable energy and renewable thermal markets."

Davis led public affairs, media relations, and federal grant programs for Connexus Energy, the Midwest's largest electric cooperative. Davis helped the utility secure new power supply contracts followed by an invitation to the White House to participate in USDA's historic \$9.7 billion Empowering Rural America grant program and recognition by *Fast Company* magazine, ranking Connexus among the world's most innovative companies. In 2024, the North American Agrivoltaics Awards recognized Davis as "Solar Steward of the Year."

Davis serves as chair of the advisory committee to the National Renewable Energy Lab's (NREL) InSPIRE study into low-impact solar. An alum of NREL's Energy Executive training program, Davis' work has been featured in trainings by the U.S. Department of the Interior's National Conservation Training Center, the U.S. Department of Energy, and U.S. Environmental Protection Agency; in feature stories in *The New York Times* and *Scientific American*, and on [TED.com](#). Previously, Davis helped launch technology start-ups and created the international crowdsourced campaign that launched the Firefox web browser.

In the past year, M-RETS became the [software provider for the Western Renewable Energy Generation Information System](#) and Ontario's [Independent Electricity System Operator clean energy credit program](#). Today, the M-RETS platform powers more compliance and voluntary markets than any other registry in North America.

## About M-RETS®

M-RETS® envisions a future powered by clean, sustainable energy practices that prioritize our environment, stimulate our economy, and help our world thrive. As an innovative not-for-profit organization made up of environmental experts, we help generators and suppliers across North America track generated renewable energy outputs and other sustainable resources to place a dollar value on environmental benefits. Through our online platform and trusted quality data, M-RETS is building the transformational digital infrastructure critical for a thriving, decarbonized economy. To learn more, visit [MRETS.org](https://MRETS.org).