

Audience Profile Sheet

Reader's Name:

Doreen M. Harris

Reader's Job Title:

President and CEO, NYSERDA

Kind of Reader:

Primary _____ Secondary _____

Reader's Level of Education:

Bachelor's degree in Political Science from Binghamton University, Master's degree in Public Administration from Syracuse University

Reader's Professional Experience:

Had multiple clean energy industry leadership positions, including Vice President and Chief Operating Officer at NYSERDA before becoming President and CEO.

Reader's Job Responsibilities:

In charge of directing the agency's efforts to advance the state's renewable energy strategy. This entails supervising a team of specialists that work to create and execute renewable energy, energy efficiency, and clean transportation policies and initiatives.

Reader's Personal Characteristics:

Collaborative leadership style, and she is committed to advancing clean energy initiatives to benefit New York residents and businesses.

Reader's Cultural Background:

White

Reader's Attitude Toward the Writer (you):

Potential partner in furthering NYSERDA's sustainable energy strategy.

Reader's Attitude Toward the Position you're applying to:

Supportive, interested in exploring how the smart thermostat could help with energy efficiency and sustainability

Reader's Expectations about the Résumé and Job Letter (as documents):

An individual in this position should have a solid technical background in engineering, with an emphasis on energy saving and smart thermostat technology implementation.

Reader's Way of Reading the Document:

Skim it _____ Study it X

Read a portion of it No Which portion?

Modify it and submit it to another reader NO

Reader's Reading Skill:

Fluent reader with significant knowledge in studying and synthesizing complicated material relating to the clean energy business.

Reader's Physical Environment:

Office