



Since 2009, Metrus Energy has been leading the way to a sustainable, low-carbon future by bringing energy efficiency and clean energy projects to life and helping organizations decarbonize faster. Metrus' pay-for-performance model, in which customers benefit from the energy solution without having to own the equipment, launched the Energy as a Service industry. Metrus provides a comprehensive, climate-positive financing solution that pays for all upfront and ongoing project costs, enabling upgrades to aging infrastructure, improving equipment resiliency, and lowering carbon emissions without the capital expense. Metrus is a signatory to the United Nations Principles for Responsible Investment, America Is All In, and the US Department of Energy's Better Buildings Challenge and Better Climate Challenge.



Bob Hinkle

CEO

Recognizing the need for an innovative solution to the challenges of financing large-scale energy efficiency projects, Bob founded Metrus Energy in 2009, introducing the Efficiency Services Agreement and effectively launching the multibillion-dollar Energy as a Service industry. Metrus currently has operational projects in 32 states, encompassing more than 760 sites and over 30 different types of energy efficiency measures. Its projects have saved over 800,000 metric tons of CO₂.

Prior to founding Metrus, Bob was vice president of energy efficiency at MMA Renewable Ventures where he directed the company's overall energy efficiency financing business and identified and negotiated investment opportunities with ESCOs and large commercial and industrial energy users. He also worked for 10 years at Nexant (formerly part of Bechtel Corporation). Bob has developed and implemented over \$500 million of large-scale energy efficiency projects and clean energy investment programs in the U.S. and in emerging global markets for utilities, major energy end-users, government agencies, export credit agencies and international donors.

Bob is a board member of the Alliance to Save Energy and previously served on the board for the California Energy Efficiency Industry Council. He was an Entrepreneur in Residence for the California Clean Energy Fund focusing on the identification of new business models for energy efficiency. Bob has an MA degree in international business from the Fletcher School, Tufts University, and a BA degree in international politics and economics from Middlebury College.

Bob Hinkle – Thought Leadership

Solutions for a Net-Zero Economy: Financing Energy as a Service ([Business Council for Sustainable Energy, 2023](#))

Spurring Climate Action Through Energy Efficiency ([Metrus Energy blog, 2023](#))

How Finance, Technology, and Policy Are Accelerating Climate Action ([Business Council for Sustainable Energy, 2022](#))

Year-End Reflection: The Only Way Around Is Through ([Alliance to Save Energy, 2022](#))

How EaaS Can Help Achieve 2050 Targets and Drive a Green, Resilient Recovery ([ClimateAction.org, 2022](#))

Prioritizing Energy Efficiency to Combat the Climate Crisis ([Utility Dive, 2022](#))

The Maxim of the SEC's Climate Rule: What You Don't Know Can Hurt You ([Utility Dive, 2022](#))

Actions Speak Louder than Words: Moving from Climate Commitments to Implementation ([Business Council for Sustainable Energy, 2022](#))

Inflation Reduction Act: What It Means for Climate, Sustainable Energy ([Metrus blog, 2022](#))

Can We Save the Climate Through Better Bookkeeping? Yes! ([Bloomberg, 2021](#))

Reconciled to reconciliation: Can the spending bill still jumpstart climate action? ([Utility Dive, 2021](#))

Slow and Steady Won't Win this Race ([Alliance to Save Energy, 2021](#))

Scoping out Higher Education's (Home-Grown) Climate Action Plan ([Second Nature, 2021 - video](#))

Sustainable Energy As A Service: The Case For Standardization ([Alliance to Save Energy, 2020](#))

Committing to Climate-Positive Leadership ([Greenbiz, 2020](#))

Bob Hinkle – Areas of Expertise

- ⚡ Energy efficiency financing
- ⚡ Climate-positive investment
- ⚡ Innovative energy financing
- ⚡ Decarbonization through lighting, cooling, and heating
- ⚡ Climate-impact disclosure and reporting
- ⚡ High-efficiency heating and cooling solutions