

11 November 2024

**Good Energy Group PLC**  
("Good Energy" or the "Company")

#### **Senior appointments in services**

Good Energy Group PLC (AIM: GOOD), the renewable electricity supplier and services provider, today announces three appointments to oversee and drive growth in its services division.

The Company, which has now completed the acquisition of five services businesses in the past two years including two in October 2024, is announcing the appointment of Carl Hogg as Services Managing Director. Carl will oversee Good Energy's services business, leading operations across all five acquired entities to manage integration, drive growth, and ensure a cohesive customer experience across the Good Energy group.

Carl has over 15 years of experience in operational leadership overseeing large, complex services businesses. He will join Good Energy from Johnson Controls where, in his role as Group Services Director, he held responsibility for service delivery and excellence across the UK and Ireland for building technology and solutions. In this role, he has contributed to double digit growth through improved strategy and customer experience.

Prior to this, he worked in the telecoms industry at BT and then Openreach, starting as an apprentice engineer and advancing to senior roles, overseeing field engineering teams and contact centres globally.

In addition, Good Energy has appointed Ryan McShea to the role of Business Development Director, Commercial Solar. Ryan will lead solar installation sales for Good Energy in the commercial sector, targeting customers from small-to-medium enterprises to large corporations and local authorities.

A fully qualified electrician, Ryan founded Empower Energy, which was recently acquired by Good Energy, in 2010. Empower Energy is his third business, he built the company's strong reputation in the commercial solar market overseeing the installation of over 35MW and revenue growth to £10.1m in the year ending 31 August 2024.

A further appointment to help drive Good Energy's commercial solar growth, Richard Fuell will take the role of Head of Business Development, Commercial Solar. Joining Good Energy from Maxeon Solar Technologies, Richard previously spent eight years managing UK sales for SolarEdge.

#### **Nigel Pocklington, CEO of Good Energy commented:**

"Having rapidly expanded our clean energy services through acquisition, we are now bringing in the right leadership to oversee their operations and integration into the wider group and ensure organic growth. Carl's leadership experience in large, complex services businesses is well suited to this task and comes as we announce the bolstering of our technical sales capability in commercial solar installation - a sector expected to see growth into 2024 and beyond.

"Good Energy's strong brand and expert reputation with generators, leading export tariffs, and green supply products, now combined with our national coverage in commercial solar combined and technical sales expertise positions us perfectly to help businesses and public sector organisations who want to cut their carbon and energy costs."

#### **Enquiries**

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**About Good Energy [www.goodenergy.co.uk](http://www.goodenergy.co.uk)**

Good Energy is a supplier of 100% renewable power and an innovator in energy services. It has long term power purchase agreements with a community of more than 2,500 independent UK generators.

Since it was founded 25 years ago, the Company has been at the forefront of the charge towards a cleaner, distributed energy system. Its mission is to power a cleaner, greener world and make it simple to generate, share, store, use and travel by clean power. Its ambition is to support one million homes and businesses to cut carbon from their energy and transport used by 2025.

Good Energy is recognised as a leader in this market, through its B Corp accreditation, Which? Eco Provider status and Gold Standard Uswitch Green Tariff Accreditation for its dual fuel standard tariff.

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