



**CEO**

Candidate Pack | March 2025



Certified  
**B**  
Corporation



# About UpEnergy

UpEnergy is a leading developer of anti-poverty climate-impact projects across Africa. We accelerate decarbonization while delivering long-term health, income, and environmental benefits in local communities. We design, manufacture and develop life-improving clean technologies and the development of high-integrity carbon reduction and removal projects, protect ecosystems, improve air quality, and reduce poverty.

## Organisational Setting

Since our founding, UpEnergy has developed more than 150 emissions-reduction projects, positively impacted over 10.4 million people, and delivered more than 12 million tonnes of verified CO<sub>2</sub> reductions across 8 countries. Our work is characterized by curiosity and design thinking to create technology and interactions that reduce emissions through behavior change. Our team of 200 leverages, rigorous measurement and verification, deep local knowledge, and strong local execution to scope, build, and deliver the highest quality projects.

# Letter from the Chair

Dear Candidate,

On behalf of the Board of Directors, thank you for your interest in leading UpEnergy at a very exciting time in our journey. Since our founding in 2011, the organization has grown from an ambitious idea into one of the Climate Finance platforms with the largest rigorously monitored Impact.

Since our founding in 2011, we have been pioneering the fields of anti-poverty climate finance and clean energy in homes and schools. We have leveraged climate finance to build a platform that has delivered systemic decarbonization and measurable income and health benefits to more than 10 million people. Even more excitingly, we have secured the financing for projects to continue that growth for the next three years, with more soon to come.

As global efforts to decarbonize ramp up with the implementation of the Paris Agreement, and as demand for the highest-quality climate outcomes grows, expectations for quality, transparency, and sophistication are rising. UpEnergy is well positioned to apply our depth of experience in climate finance, our unique focus on behavioural science and user experience, and our ingrained culture of curiosity and innovation to meet this moment.

Our national-scale e-cooking program in Ghana, financed by the World Bank and purchased by Switzerland, provides a

blueprint for the next phase of growth. Our recent issuance of the first-ever e-cooker carbon credits and the first-ever issuance of Core Carbon Principles quality-labelled Verra credits demonstrating our persistent commitment to accuracy and integrity, is another. Our investment in understanding user behaviour, product preferences, and real-world usage patterns is also worth mentioning, as it strengthens our social impact, environmental outcomes, and financial sustainability.

We seek a savvy forward looking leader to drive disciplined execution across a diverse team, and to translate opportunity into durable institutional growth and impact. Our new CEO will strengthen our standards of integrity and build deeper organizational relationships with government leadership in our host countries, our carbon buyers, our project investors, and most importantly, the customers we wake every day seeking to serve better. We look forward to working with a leader who shares our conviction that climate finance should tackle critical decarbonization challenges and energy poverty together, and at scale. We hope that sounds like you!

Sincerely,

**Matt Evans**  
Chairman of the Board  
UpEnergy





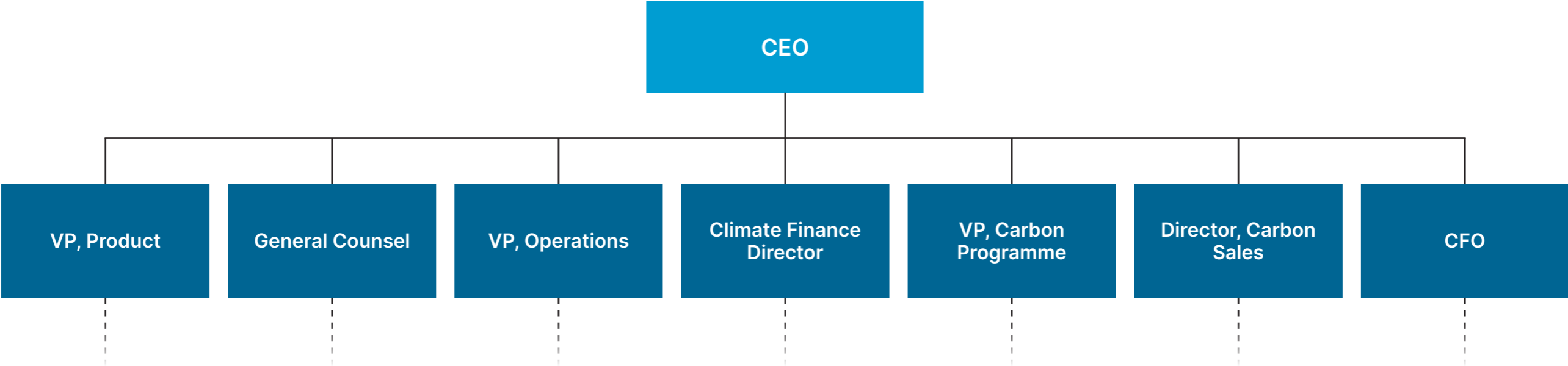
# The Opportunity

UpEnergy is seeking a strategic, execution-driven Chief Executive Officer to lead the organization through its next phase of growth. The CEO will lead a multidisciplinary international team operating across four continents and UpEnergy's current and expanding portfolio of African country operations. This is a rare opportunity to lead a profitable, mission-driven social enterprise at the intersection of climate finance, clean technology, and poverty alleviation.

The CEO will be responsible for setting and executing the overall strategy, strengthening execution and operational excellence, expanding climate-finance and carbon-market activities, and developing new geographies, technologies, and business lines. The role requires an entrepreneurial leader who can inspire teams, set and execute strategy that delivers both outcomes and financial results, and translate innovation and opportunity into results.

# Our Structure

Executive Level





# The Role

**Role**  
CEO

**Location**  
Flexible but with a strong preference for being based within UpEnergy Operational Time zones of Africa.

Have the flexibility to work regularly in UpEnergy African offices, particularly early in their tenure. The individual must be able to undertake international travel as required to fulfil the role.

**Contract**  
Full-time

**Probation Period**  
Six months

**Salary**  
Highly competitive salary with bonus, material equity participation, and benefits.

**Benefits**  
A full list of benefits will be shared later in the process; however, this will include vacation and other time off, health care, retirement/ pension.

**Reporting to**  
Chairman

**Line Manages**  
VP Product, General Counsel, VP Operations, Climate Finance Director, VP Carbon Programme, Director Carbon Sales, CFO

# Responsibilities

## Leadership & Management

- Set and communicate a clear long-term vision and strategy for UpEnergy's growth and impact.
- Inspire, lead, and develop a high-performing, values-driven international team.
- Shape and reinforce an organizational culture centered on customer focus, operational excellence, innovation, experimentation, and integrity.
- Build leadership capacity, performance management systems, and strong organizational controls.
- Define and evolve organizational structures to support both current operations and future growth.
- Attract, retain, and develop exceptional talent across markets.
- Represent UpEnergy with credibility and influence in global forums and with governments, investors, donors, and strategic partners.

## Product, Market & Commercial Growth

- Identify, test, and scale new business opportunities and revenue streams within the global carbon market and related sectors.
- Lead the development of new high-value products, services, and climate-impact offerings.

- Expand distribution channels and commercial reach across existing and new markets.
- Embed data-driven decision-making and user insights into product development and customer engagement.
- Build and maintain investor and customer confidence in UpEnergy's best-in-class monitoring, reporting, and verification (MRV) practices.

## Operations

- Oversee execution of complex sales operations, data collection and monitoring, carbon audits, and carbon credit generation.
- Strengthen supply chain management, distribution operations, and last-mile delivery systems.
- Increase autonomy, accountability, and operational excellence across functions and geographies.
- Manage and deepen partnerships with manufacturers, local governments, NGOs, retailers, and sovereign and corporate carbon buyers.
- Represent UpEnergy with government ministers and other key stakeholders.

## Carbon Finance

- Oversee carbon project origination, structuring, financing, and launch.

- Ensure delivery against carbon-sales targets and long-term commercial commitments.
- Expand UpEnergy's geographic footprint through strong project development and partnerships.
- Invest in tools and technologies to improve data capture, analytics, and reporting quality.

## Finance & Risk Management

- Hold overall responsibility for P&L leadership, financial performance, and sustainability.
- Oversee annual budgeting, forecasting, and budget-to-actuals monitoring.
- Strengthen financial management capacity across the senior leadership team.
- Develop philanthropic, catalytic, and blended-finance funding streams to support growth.
- Identify, assess, and mitigate strategic, operational, financial, and regulatory risks.
- Lead crisis management planning and safeguard the organization's reputation and license to operate.





# Skills, Qualifications and Experience

## Essential

- Successful senior leadership experience in global companies or international organizations operating in Africa.
- Demonstrated track record of successfully scaling organizations and managing complex growth.
- Experience leading multi-country, multicultural teams in emerging markets.
- Strong strategic thinking combined with proven execution capability.
- Credibility, diplomacy, and confidence to represent UpEnergy with senior external stakeholders.
- Entrepreneurial mindset with the ability to identify, test, and scale new business models.
- Excellent interpersonal skills and a demonstrated commitment to integrity and cross-cultural respect.
- Fluency in English.

## Desirable

- Experience in carbon markets, climate finance, or energy / carbon project development.
- Strong financial management experience, including P&L ownership and internal controls.
- Deep understanding of Sub-Saharan African business environments and consumers.
- Experience in consumer sales, marketing, or large-scale product distribution in emerging markets.
- Advanced degree related to management, leadership, or entrepreneurship.

# Candidate Profile

UpEnergy is seeking an inspiring leader to drive their organisation toward further success. The successful individual will be able to balance ambition and energy with professional CEO experience and high levels of business acumen. They will have a bias toward action with strong governance combined with a drive toward scalability; able to demonstrate discipline in the strategic leadership of financial and operational structures.

The individual will be able to demonstrate the deployment and management of effective operations and global multi-country leadership and the ability to execute within such structures. Critically they will have the experience of driving accountability across teams to improve quality and to build for growth. They will understand how to deploy long term vision and translate this into strategic positioning to deliver long lead time opportunities while focusing on continual improvement. Key to success will be the ability to identify opportunities and be able to guide

experimentation to rapidly innovate. They will be comfortable with working within a high energy lean organisation within volatile markets and external environments and will be pragmatic, able to navigate different stakeholders while being culturally attuned and adaptable.

Comfortable operating with governments, multilateral agencies and blue-chip capital providers they will deploy commercial acumen in complex, reputation-sensitive markets requiring long term thinking to achieve sustainable net margins, and high project profitability indices, preferably with experience in managing or overseeing investment-grade stakeholder reporting (financial, ESG or corporate). They will be an emotionally intelligent leader who can build and lead senior teams capable of operating with high accountability, and maintaining organizational focus through periods of growth and external volatility. They will be an excellent communicator and an effective storyteller, able to bring the work of UpEnergy to life.





# How to Apply

All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the “Apply” button on the job advert page, complete our online application form, and submit your CV and cover letter as two different documents, which should be prepared before applying as they will be considered in the application process.

The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit.

The document should be saved in PDF in the following format: Your First Name-Your Last Name-Documents Name-Date (mmyy)-UpEnergy e.g., Pat-Jones-CV-0326-UpEnergy or Pat-Jones-CoverLetter-0326-UpEnergy.

## Timeline

- Closing Date: 17th April 2026
- First stage interviews: TBC
- Final interviews: TBC

## Selection Process

All candidates will receive an update regarding their application after the closing date. We advise candidates to add the role email to their safe senders list and regularly check their spam folder.

## Equality Statement

Equality and diversity are at the core of UpEnergy’s values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

## Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email at [jsawyer@oxfordhr.com](mailto:jsawyer@oxfordhr.com) in the first instance.

# About Oxford HR

Oxford HR is a B Corp certified leadership consultancy. Having worked within a diverse range of institutions, from not-for-profits and charities to governments and corporate environments, we've seen the powerful impact that the perfect team can have.

Finding innovative leaders can be a challenge; and yet their transition into leadership is vital to an organisation's mission and success. We work across the globe to search for and support remarkable leaders and teams, improve their board effectiveness and support on a range of leadership functions.

Learn more at: [oxfordhr.com](https://oxfordhr.com)





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