



Martha Campbell

Chief Programs Officer, Michigan Saves

Position with Firm

2025–present **Chief Programs Officer.** Leads the development, implementation, and evaluation of innovative programs at Michigan Saves that drive financing solutions for clean energy, energy efficiency, environmental, health, and safety.

Previous Professional Experience

- 2024–2025 **Senior Climate Policy Advisor, State of Michigan, Executive Office of the Governor,** Lansing, Michigan. Guided policy and program strategies in support of the State’s MI Healthy Climate Plan. Spearheaded efforts to launch a statewide building performance standard and compliance program. Partnered with Michigan Department of Transportation, county road commissions, and communities across Michigan to adopt low-carbon transportation materials policies for road and infrastructure development. Oversaw process improvements to formalize decarbonization planning for the state’s physical assets, leveraging federal incentives and bulk procurement.
- 2013–2024 **Associate to Principal—Buildings, RMI, Oakland, California.** Launched and oversaw RMI’s REALIZE initiative, focused on decarbonizing existing multifamily housing by leveraging industrialized construction strategies, supply chain coordination, demand aggregation, and streamlined financing. Grew program into a team of ten focused on a portfolio consisting of regional programs, research and development, demonstrations, and the Advanced Building Construction Collaborative—an industry consortium dedicated to transforming the U.S. construction sector to provide industrialized, high-performance, zero-carbon building solutions. Raised over \$20 million in awards and grants, translating into roughly \$30 million of demonstrations.
- 2012–2012 **Sustainable Development Intern, Rio Tinto, South Jordan, Utah.** Codeveloped an ecosystem service valuation and accounting method for natural capital in the mine’s jurisdiction. Constructed a cost of water model that was integrated into the mine’s capital expenditure and sustainable development analysis tool to help assess the ecosystem service value of water and the potential impact of mining operations on the surrounding community.
- 2011–2011 **Strategy Intern, Fred A. and Barbara M. Erb Family Foundation, Birmingham, Michigan.** Created catalytic philanthropic strategy and impact assessment, resulting in deeper investment in Detroit’s sustainable redevelopment portfolio.

- 2009–2009 **Repower America Field Organizer**, *The Alliance for Climate Protection*, Taos, New Mexico. Recruited over 70 volunteers to educate constituents on causes and solutions to climate change. Co-organized 350 Day with local nonprofits and business leaders to raise local and global awareness to stop climate change.
- 2005–2005 **Financial Analyst**, *Mescalero Apache Tribal Enterprise*, Mescalero, New Mexico. Initiated audit leading to discovery of \$500,000 outstanding reimbursements owed to the tribe. Developed and led quantitative staff training program, enabling greater project scope and analyses.
- 2001–2004 **Financial Analyst**, *Goldman Sachs & Co (GS)*, New York, New York. Strengthened key client relationships, resulting in funds directing most sensitive trades to GS. Assisted proprietary trading desk in trade bidding and managing firm’s risk and exposure. Codesigned trading platform for complex illiquid trades, resulting in more international trades.
- Education Stanford University, BA in International Relations
- University of Michigan, MBA from Stephen M. Ross School of Business and MS from the School of Natural Resources and Environment
- Passive House Institute U.S., Certified Passive House Consultant

Associations

- Public Director, Association of Collegiate Schools of Architecture, 2021–2024

Publications

- *Accelerating Residential Building Decarbonization: Market Guidance to Scale Zero-Carbon-Aligned Buildings*, with others. 2024. Prepared for the Advanced Building Construction Collaborative.
- *Energy Service Agreements for Deep Efficiency and Electrification Retrofits of Affordable Multifamily Housing in California*, with others. 2023. Prepared for RMI.
- *Prefabricated Zero Energy Retrofit Technologies: A Market Assessment*, with others. 2020. Prepared for the Rocky Mountain Institute.
- *Next-Generation Building Mechanical Systems: How Manufacturers Can Capture Value Through Innovation in Multifunctional Systems*, with others. 2018. Prepared for the Rocky Mountain Institute.
- *How to Scale Home Energy Financing Products*. 2017. Prepared for the Rocky Mountain Institute.
- *Driving Growth and Mitigating Risk: Standards for Residential PACE Programs*, with others. 2016. Prepared for the Rocky Mountain Institute.
- *Residential Energy+: Finance the Future*, with others. 2016. Prepared for the Rocky Mountain Institute.

- *Reviewing the Sustainable Finance Landscape*, with others. 2015. Prepared for the Rocky Mountain Institute.
- *Integrated Utility Services: A New Business Model for Fort Collins Utilities*, with others. 2014. Prepared for the Rocky Mountain Institute.
- *Linking Land Use to Lake Ecosystem Service Value for InVEST*, with others. 2013. Prepared for the University of Michigan.