

WAYNE MUNCASTER

Commercial & Market Development Executive · Energy Transition · BESS & DER

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I build commercial engines in energy transition markets. Entering new markets, launching new products/services, signing first customers, scaling revenue, and positioning businesses for acquisition. With 25+ years across UK deregulation, North American BESS and C&I energy markets, and Western Australian energy services, I operate at the intersection of complex regulation, utility relationships, and high-growth sales leadership. Now Perth-based and immediately available for senior commercial leadership in grid-scale BESS, demand response, and DER - the exact space where Australia's energy transition is being won or lost.

CAREER IMPACT AT A GLANCE

\$4M ARR

U.S. business built from zero through Covid

€4M → €15M

UK/Ireland revenue growth in 3 years

€15M → €50M

Company valuation uplift driven by revenue

\$10M+

Personal sales delivered at board level

25+ yrs

Energy markets — deregulation to transition

1 → 20

Team scaled across U.S. and Canada

£150M+

Revenue targets led at national director level

3

Companies positioned for acquisition or exit

WHAT I BRING TO A SENIOR COMMERCIAL ROLE

Market Entry & First Revenue

- ▶ Built Gridbeyond's U.S. business from zero to \$4M ARR with no brand recognition and a Covid headwind
- ▶ Secured a 4-year partnership with a major Texas IOU as the commercial anchor for U.S. expansion
- ▶ Led UK/Ireland market entry for two energy transition businesses, establishing category presence in deregulated markets

Revenue Scaling & GTM Execution

- ▶ Tripled UK/Ireland ARR from €4M to €15M, contributing to a valuation lift from €15M to €50M
- ▶ Rebuilt sales function and implemented account-based GTM model and Salesforce CRM at Gridbeyond UK
- ▶ Delivered \$10M+ personal sales across industrial and utility segments at PowerPerfector
- ▶ Led 400+ FTE national sales organisation at Centrica (British Gas) with £150M+ revenue accountability

Utility & Enterprise Relationships

- ▶ Elected to ADE and National Grid Power Responsive industry steering committees — a signal of market credibility, not just participation
- ▶ Negotiated and closed enterprise agreements with major integrated utilities in the UK, Texas and Australia
- ▶ Deep understanding of how utilities buy: long procurement cycles, risk-aversion, and the importance of regulatory alignment

Energy Transition Domain Depth

- ▶ Hands-on commercial experience with BESS, demand response, EMS, DER, metering and embedded networks
- ▶ Direct WEM market experience — regulatory frameworks, metering, billing, and customer operations gained through operational leadership in Perth
- ▶ Understands the revenue stack: FCAS vs. arbitrage vs. capacity contracts vs. NCESS in the Australian context
- ▶ Practical knowledge of how energy SaaS, PaaS and EaaS commercial models are structured and sold

Available immediately · Perth-based, open to WA, national and international opportunities where the fit is right. Happy to discuss contract, interim or permanent senior commercial leadership roles in energy transition, BESS, DER, and grid services.

SELECTED CAREER HIGHLIGHTS

EnergyTec Pty Ltd, Perth, WA	Head of Operations (GM Elect)	2024 – Jun 26
▶ Led operations for a 30-year embedded network provider with 55,000 meter points, 2,500 properties across WA ▶ Drove enterprise-wide digital transformation: end-to-end automation from data ingestion through to customer billing ▶ Built direct WEM regulatory and operational depth in metering, billing, regulatory compliance, and customer operations in the WA market ▶ A deliberate step to build local Australian market depth ahead of the next senior energy transition leadership role - now actively seeking that role		
Gridbeyond, UK / Ireland / North America	GM North America + Country Manager UK & Ireland	2016 – 2024
North America (2019–2024)		
▶ Full P&L ownership; built U.S. market from launch to \$4M ARR against a 3-year growth plan ▶ Secured 4-year partnership with leading Texas IOU — the commercial anchor for the business ▶ Scaled team from 1 to 20 across Sales, Engineering and Compliance (U.S. and Canada) ▶ Developed pipeline and positioning that supported a multimillion-dollar acquisition in 2023		
UK & Ireland (2016–2019)		
▶ Grew ARR from €4M to €15M — driving valuation from €15M to €50M ▶ Rebuilt sales function and implemented account-based GTM with Salesforce CRM ▶ Elected to ADE and National Grid Power Responsive steering committees		
npower Business Solutions (E.ON Group), UK	Head of Commercial Development (VP)	2015 – 2016
▶ Led strategic review of Energy Solutions division — delivered Board-level recommendation supporting E.ON sale and restructuring ▶ Evaluated 15+ product lines and restructured a 60-person sales organisation within 60 days		
Kiwi Power (Engie Group), UK	Sales & Marketing Director	2014 – 2015
▶ Grew revenues from €0.5M to €2.5M across demand response, metering and EMS ▶ Supported ENGIE acquisition through commercial due diligence input		
PowerPerfector, UK	Sales & Marketing Director / Board Member	2011 – 2013
▶ Led £20M+ revenue business through stabilisation after loss of major account (~60% of revenue) ▶ Delivered \$10M+ personal sales across industrial sectors; led team of 40+ across sales, marketing and delivery		
Centrica (British Gas), UK	Program Director (progression)	1996 – 2005
▶ Progressed to Program Director from senior sales roles, leading £150M+ revenue targets and 400+ FTE teams ▶ Led multi-channel sales strategy through UK energy market deregulation - 10,000+ customer acquisitions per week at peak ▶ Selected for Centrica Executive Leadership Program - Top 250 of c.17,000 employees		

DOMAIN EXPERTISE

BESS & Energy Storage · Demand Response · DER & Distributed Generation · Grid-Scale Energy Markets · Embedded Networks

P&L Leadership · Market Entry · Revenue Scaling · Utility Partnerships · M&A Positioning · Sales Transformation

WEM (Western Australia) · UK Deregulated Market · North American C&I · SaaS / EaaS / PaaS