

William Mc Laughlin

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Chief Executive Officer, GEN Europe

Liam is a marine engineer with an MBA in technology management. He has over 30 years' experience in industry as an energy engineer and energy manager and since 2001 has been working as an independent energy consultant.

He is a member of the ISO TC 301 committee that developed ISO 50001 and its associated international standards on energy management systems, where he is an expert for the United Nations Industrial Development Organisation (UNIDO).

He is passionate about the potential benefits of a systematic approach to energy management to all organisations, large and small, in improving their energy performance and reducing their energy costs and environmental impact.

He is an international trainer for ISO on energy management systems (ISO 50001) and on energy performance measurement (ISO 50006). He has trained representatives of the energy agencies of over 100 countries in energy management. He is also the lead international expert on energy management systems and energy performance measurement with the United Nations Industrial Development Organization (UNIDO).

He is the author of several books on energy management and ISO 50001 including the UNIDO Practical Guide on energy management systems and the ISO/ITC/UNIDO Checklist on implementing ISO 50001 for SMEs.

His current and recent experience includes:

- Course Director for the Defense Energy Manager's Course for the European Defense Agency. This is a training program for military installations in the EU to gain experience in energy management systems and ISO 50001. Currently implementing ISO 50001 in 70 military installations across the EU over a 5-year period. This program includes energy performance measurement and monitoring.

- Leading the implementation of energy management systems across the national water sector in Jordan. This involves over 1000 water supply and treatment installations and include energy baselines and energy performance indicators and their use in energy performance measurement and monitoring.
- Technical expert in ISO 50001 with INAB (Irish National Accreditation Body).
- International expert in energy management systems with UNIDO in more than 100 industrial organizations in South Africa, Moldova, Malaysia, Russia, North Macedonia, Ukraine, Georgia and Iran.
- He is also a trainer with the International Organization for Standardization (ISO) in the promotion and development of energy management. He has spoken for ISO in Oman, Thailand, Colombia, Malaysia, Croatia, Senegal, Armenia, Tunisia, Sri Lanka, Kazakhstan, Iraq, Jordan, Uzbekistan, India, Ghana, Sri Lanka, Lithuania, Barbados and Vietnam.
- Lead international energy management expert in ISO 50001 and ISO 50006 for ISO in the recent ISO MENA Star project.
- Training, developing and monitoring Energy management systems and energy performance measurement in the Caribbean region with CARICOM.
- Lead trainer in GIZ ISO 50001 energy management program for SMEs in Mexico.
- Delivery of energy performance measurement training on behalf of the Sustainable Energy Authority of Ireland (SEAI)
- Co-trainer in Novartis (in Ireland) in energy management systems and energy .
- Speaker in a number of international energy conferences including Colombia, China, Denmark, Mexico, Austria, Switzerland, Sri Lanka, Kazakhstan, Armenia, United Kingdom, Azerbaijan and Ireland.
- Presents annual lecture on ISO 50001 in the University of Geneva as part of their Master's program in Standardizations, Social Regulation and Sustainable Development. This is on behalf of ISO.
- Consultancy to many clients in developing energy management systems for certification to ISO 50001 and other aspects of energy management and efficiency including:
 - Asian Development Bank (ADB) HQ in Manila.
 - Mutua Madrileña in Madrid (their EnMS won a Clean Energy Ministerial international award in 2017).

- Areej Vegetables Oils & Derivatives SAOC in Oman ((their EnMS won a Clean Energy Ministerial international award in 2019).
- Pharmaceutical and chemical industrial plants including Novartis, Abbott, MSD, Pfizer, Merck.
- Food and brewing plants, electronics, steel and other sectors.
- The Irish Defense Forces
- Universities in Ireland and Spain.
- Panel leader at European Council for an Energy Efficient Economy (ECEEE) summer school in 2016 and 2018 in Berlin.

Previous Career:

1976 to 1990: Marine engineer cadet and seagoing officer with P&O Containers.

1990 to 1992: Utilities and energy engineer with Millipore Ireland BV

1992 to 2001: Utilities and energy manager with Novartis in Ireland.

2001 to 2009: Founder and Managing Director, Eirdata Environmental Services Ltd., international energy and environmental services provider.

2009 to 2011: Freelance international energy consultant.

2011 to date: Founder and CEO of GEN Europe, an international energy management consultancy.