



Climate and Sustainability Veterans Join to Launch Advisory Firm The Groundwire Group

Philadelphia, Washington D.C.; April 16, 2024 – Groundwire Strategies and Pichardo Clean Energy Communications have merged to form The Groundwire Group (Groundwire), a boutique strategic consulting firm focused on creating a more sustainable future. Groundwire provides actionable business and communications advice to help clients navigate and shape a more successful energy transition.

Cofounders Abby L. Watson and Raquel Pichardo are climate and sustainability veterans with decades of experience across multiple energy and financial sectors. Watson has spent nearly two decades working in renewables across project development, construction, risk management, project management, manufacturing, sales, policy, and strategy. Pichardo's 20-year career includes working in global journalism, and strategic communications roles in clean energy companies and sustainable investment firms.

Watson, who is based in the Philadelphia area, will serve as President. Pichardo is based outside of Washington D.C. and will serve as Chief Communications Strategist.

“The speed of change and complex interdependencies of the global energy system can make it difficult to know which solutions to implement to solve any given problem,” said Watson. “We use systems thinking tools to help clients visualize these interactions and understand why the system is producing the results we see today. Layering in Raquel’s deep experience with communications turns these insights into action, because the biggest challenges facing the energy transition are fundamentally about people: attitudes, policies, the economy, these are human inventions driven by human impulses.”

“Abby and I worked together both in-house at a multinational wind developer, and partnered on numerous clean energy and renewable projects as independent consultants,” said Pichardo. “If the shift to net zero is going to succeed, we can’t disconnect the business strategy from human-focused story-telling. We need to create stories and strategies that build connections between economies, cultures, markets and communities, and that’s exactly what The Groundwire Group aims to do,” she added.

Groundwire’s services include strategic planning, communications advice and execution, strategy and team building workshops, and coalition building.

Current clients include trade associations, industry coalitions, project developers, sustainable investment organizations, and technology providers.

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About The Groundwire Group

The Groundwire Group is a boutique strategic consulting firm focused on creating a more sustainable future. We partner with leading organizations in climate solutions to help them navigate a complex landscape by connecting their strategies to the broader systems in which they operate. We build the stories and strategies that shape our climate future.

www.groundwiregroup.com

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