

Charles Langley

Vision – It is my objective to “unscrew the inscrutable” through lucid communications on complex regulatory and infrastructure issues. I embrace the conviction that access to clean water and affordable, sustainable energy is a fundamental human right, that when honored, sustains life, nourishes human dignity, and encourages world peace.

Executive Director, Public Watchdogs – March 2015 to present. Public Watchdogs’ stated purpose is to independently monitor energy and infrastructure regulatory agencies in California with an initial focus on protecting the public from the California Public Utilities Commission and removing the nuclear waste from San Onofre State Beach. Langley created a concept of public advocacy and consumer awareness that spans a wide range of responsibilities from founding principles to administrative and legal requirements.

Strategic Communications, Public Outreach – July 2013 to March, 2015

Handle media relations for pro-bono government reforms and legal efforts for a prominent local law firm. Make presentations on TV and radio and print on energy regulatory policy, including gasoline prices, nuclear energy and green-house gas emissions.

UCAN – December 1999 to June, 2013, Writer, Editor, and Publicist, responsible for writing and editing quarterly newsletters and funding requests. Developed cooperative marketing projects with ABC, CBS, and NBC, and as a paid source for weekly reports on energy prices on NBC Los Angeles and the *North County Times*. Maintained and wrote content at fueltracker.com, a gasoline price tracking Web site. Created “MeterWatch,” an online tracking service for smart meter accuracy.

UCAN – August 1996 to December 1999, Project Manager, Negawatt Energy Auditor,

Invented the world’s first crowd-sourced energy pricing Web site; the OMB award-winning UCAN Gas Project. This project spurred multiple public hearings and investigations into energy price-gouging. Independently audited contractors hired by San Diego Gas & Electric under a public utility commission conservation program.

Computer Economics – 1990 – 1996, Marketing Director, Internet Services

Responsible for 36 different publications and consulting services directed at CIOs. Designed, edited and launched two business to business publications *Internet*, *What’s Working for Business*, and *Internet Marketing and Technology Report* (\$500) for Fortune 500 CIOs.

Di Zinno & Partners Advertising – 1988 – 1990, Strategic Planner / New Business

Developed strategic marketing and customer retention plans for Hilton Hotels, the U.S. Grant, P.S.A. Airlines, Cathay Pacific Airlines, PETCO, *San Diego Union Tribune*, San Diego Chargers, San Diego Zoological Society.

Quinn / Langley Direct, Minneapolis – 1983 – 1987, Partner

Responsible for creating, planning and selling lead generation and sales management programs and direct sales and customer retention programs for scores of clients in wide spectrum of industries, including, 3M, Dynamit Nobel, Revlon, Easter Seals, Colle & McVoy Advertising, Northwestern Bank, Prefabricated Homes, and others.

Awards / Accolades: Certified by the Online Marketing Institute (accredited by Wharton School of Business). Paid Lecturer: San Diego Advertising Federation, *Database Segmentation Technology and Demographics*. Co-Instructor, 8 week course: “Secrets of Successful Direct Mail” at the Minnesota Technical Institute. Served on Advisory Board for the University of St. Thomas, Minnesota, Direct Marketing MBA program. Multiple creative awards for art, response, and copy.