

Caryn Potter



Caryn Potter is the Utility Program Manager for the Southwest Energy Efficiency Project (SWEET). At SWEET, she crafts policies and programs that advance utility-administered energy efficiency and other demand-side resources, as well as transportation electrification through state regulatory and legislative processes.

Before joining SWEET, Caryn worked at the World Resources Institute assessing climate mitigation goals of Fortune 500 companies in her role as a Research Assistant. Before this position, Caryn was an independent marketing strategist, working with clients in the information technology and sustainability sectors.

Caryn holds a Master of Science in Climate Science and Solutions, emphasizing energy policy and climate change mitigation from the Northern Arizona University. She also serves as Advisory Committee Member for the Customer Experience Program at the University of Colorado Boulder, Leeds School of Business