



CONSERVATION SERVICES GROUP ADDS TWO VICE PRESIDENTS TO LEADERSHIP TEAM

Kevin Farrell is Vice President of Marketing, Communications and Training; Dan Ridings is Vice President, Strategy and Product Development

WESTBOROUGH, Mass., (March 25, 2014) – Conservation Services Group (CSG), the U.S. leader in residential energy efficiency, has promoted Kevin Farrell and Dan Ridings to its senior leadership team. Farrell is now vice president, Corporate Marketing, Communications and Training services, and Ridings is vice president, Strategy and Product Development.

“Both these leaders have already made significant contributions to CSG,” said Tina Bennett. “They’re part of the next generation of talent at CSG that will be instrumental in helping us innovate and grow as the energy efficiency marketplace evolves.”

In his new role, Farrell oversees strategy for corporate marketing and internal communications. He also oversees product and service training programs. Most recently, Farrell was director of Training Services at CSG where he managed video production and web development services to deliver high-quality learning and development opportunities to internal and external audiences. Farrell joined the company in 2009.

Dan Ridings oversees a team focused on developing innovative strategies and alliances to enhance, expand and transform the energy efficiency marketplace. He joined CSG in 2009 as program director in the Southeast. In that role he led a diverse group of stakeholders and partners to successfully design and implement residential efficiency programs that set new standards for cost-effectiveness and customer-centered design.

About Conservation Services Group

Conservation Services Group is the U.S. market leader in residential energy efficiency. Headquartered in Westborough, Mass., the company has improved the efficiency, safety, comfort, affordability and durability of more than 3.1 million homes since 1984. With proven, award-winning expertise in program delivery, CSG provides solutions with a long-term vision that incorporates the latest and most comprehensive program designs and technologies for a sustainable industry. For more information, visit www.csgrp.com and [LinkedIn](#) or follow us on [Facebook](#) and [Twitter](#).

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