



Podcast Brief Empirical Energy

The Empirical Energy Podcast blows open the silent revolution rewriting the rules of global energy markets. Measured, verified energy is no longer an alternative, it's becoming the gold standard. We dive deep with the producers, traders, consultants, and renegades driving this seismic shift. Get inside the raw mechanics of how verification and blockchain-fueled trading are tearing down old systems and creating a future where alternative energy doesn't just win, it takes over.

Our Guests

- C-Suite from leading energy producers
- Traders from global energy trading houses
- Production Operations leadership implementing MMRV technologies
- LNG Desk Heads specializing in certified molecules
- Origination Managers scouting empirical energy deals
- Verification Specialists setting industry standards
- Technical Directors overseeing ISO and ISCC audits
- Energy Transition Authors and Newsletter Writers
- Podcast Hosts focusing on energy and technology
- Innovation Scouts connecting tech with industry
- Carbon Market Analysts tracking premium pricing

Why You Would Make a Great Guest [Modify any of the bullets below as needed]

- As a seasoned executive and thought leader, you bring a wealth of experience in leadership, decision-making, and strategic growth.
- Your background makes you a perfect fit for our audience of forward-thinking executives and leaders.
- You've navigated the complexities of an ever-changing business landscape and your ability to adapt, inspire, and make high-stakes decisions positions you as a valuable voice in conversations about modern leadership.

- Your unique perspectives on leadership challenges, such as rapid change, uncertainty, innovation, evolving workforce expectations, talent development, and organizational culture, will resonate with listeners who seek to sharpen their leadership skills.
- Your expertise gives you a unique lens on building high-performance teams, driving strategic transformation, and maintaining clarity under pressure. This conversation will allow you to not only share your successes, but also highlight the mental tools, frameworks, and strategies that have allowed you to lead with confidence, resilience, and foresight.
- By sharing your story, your successes, failures, and comebacks, you'll help inspire other executives on a similar path and help them apply these insights to their challenges.
- This isn't just another leadership podcast; it's a forum for high-level executives to openly discuss the real challenges of leadership and the mental fitness required to thrive at the top.
- We'd love to showcase your story and insights. Let's make an impact together.

Benefits You'll Receive

- Boost your personal brand, authority, and promote your business.
- Inspire others with your business story, challenges, successes and personal journey.
- Get search results found on Google/YouTube (2 largest search engines) for your name and industry keywords/topics.
- Gain exposure to a broader audience on YouTube, LinkedIn, and other media.
- Your episode will be repurposed into short-form video clips for daily posting on social media and YouTube.
- Your website, social media, and contact information will be promoted to interested viewers (with your permission).
- Make promotional offers to our audience.

Potential Topics (will be personalized to you)

Here are some potential business-related topics to consider

- Blockchain-verified energy trading and transparent transactions
- Premium pricing strategies for measured commodities
- MMRV technologies and AI-powered verification platforms
- Carbon-neutral certification standards and pathways
- Regulatory trends driving empirical measurement adoption

- Alternative energy market valuation models
- Trading desk adaptation to certified molecules
- Scaling solutions for empirical energy markets
- *And some potential personal related topics to consider*

And some potential personal related topics to consider

- How you got started in your profession
- What led you here and what you do well today (your expertise)
- Your decision-making process (good, bad, and lessons learned)
- Pitfalls/challenges and how you overcame them

NEXT STEP: Schedule Your Prep Call (30 mins)

Before recording, we'll schedule a prep call to tailor everything for you and your audience. Our goal is to showcase your expertise while delivering value to your audience.

Please book your 30-minute prep call using the link below:

info.cleanconnect.ai/meetings/markhoustonsmith/empiricalenergypodcastprep

What we need from you

To accompany the episode and its transcript, please provide the following:

- A high-resolution photo of yourself
- Your bio, your company's contact details, social media links, and LinkedIn profile URL
- Materials such as marketing collateral or links to case studies or articles you would like to include in your episode contents for promotion

You can send this material any time before or shortly after the recording

The podcast is available for free on all major platforms, including iTunes, iHeartRadio, Spotify, YouTube, Stitcher Radio, and more.