

## Certified Demand-Side Manager

An Industry Recognized Certification for Energy Professionals  
Specializing in Demand-side Disciplines

### Who are Certified Demand-Side Managers?

- Are you an Energy Utility Professional that plans, manages, administers, or supports demand-side management (DSM) or demand response (DR) programs?
- Are you an energy-efficiency consultant that proposes DSM or DR projects to utilities or local, state, and federal government clients?
- Are you involved in the process of deciding which energy procurement, energy utilization, and energy cost reduction projects get approved?

Certified Demand-Side Managers inherently understand DSM and DR program frameworks, how they are viewed by different constituents (customers, utilities, and communities), the impacts of these programs, and how they align with organizational goals. They are equally comfortable when planning and implementing projects as they are managing and supporting them. Energy professionals that specialize in this area utilize their knowledge and technical expertise to calculate and present fundamental energy principles (e.g. energy demand, load management, and demand response) and how they impact a project financially. Energy professionals may also audit DSM or DR projects using proven measurement and verification (M&V) processes.



#### What does the Certified Business Energy Professional (CDSM™) Certification Program offer?

This program helps educate and qualify individuals involved in the value and impact of energy improvement projects on business. By obtaining the CDSM certification, candidates gain industry and peer recognition by demonstrating their understanding of core principles, practices, and technologies related to energy management and efficiency. The program raises the professional standards, both technical and ethical, of those engaged in this specialized, but growing industry sector.

#### What is the bottom line for me or my company?

Gaining a wide-reaching and industry-recognized certification is always a personal and financial investment. Individuals report career improvements in the form of salary and responsibility increases. The certification shows individuals hold a fundamental understanding of the profession and a commitment to the highest standards of quality. Companies, organizations, and consultants with a CDSM on-staff often see a higher affinity with their customers because CDSMs understand their customer's requirements and are a trusted source for DSM and DR related matters.

## What functional areas does the CDSM™ Certification Program cover?

The certification program requires fundamental knowledge across several core principles and practices specific to demand-side management. These include:

- History
- Planning & Evaluations
- Designing
- Implementing
- Managing
- Verification & Analysis
- Future DSM Programs

## How do I become eligible for AEE's CDSM™ certification?

Every certification program offered by AEE is defined by strict standards to ensure the program maintains its industry-wide recognition and credibility. To that end, AEE stipulates three criteria that all CDSM candidates must meet. Firstly, applicants must have relevant experience or educational credentials (see below). Secondly, candidates must undergo a defined training program that aligns with the fundamental knowledge base of the program, and the principles and practices of the industry as a whole. Thirdly, candidates must pass the associated exam to demonstrate their technical knowledge, proficiency, and abilities in the area of demand-side energy management.

### Experience & Education

Applicants must meet one of the following eligibility criteria:

- Hold a 4-year degree OR Professional Engineer (PE) OR Registered Architect (RA) and 2+ years related\* work experience.
- Hold a 4-year unrelated Bachelor's degree and 3+ years related\* work experience.
- Hold a 2-year associate degree and 5+ years related\* work experience.
- Have 10+ years related\* work experience
- Be a current Certified Energy Manager (CEM®) OR Business Energy Professional (BEP®) OR Certified Energy Procurement Professional (CEP®).

\*Related degree in energy management, business, marketing, finance, engineering, or architecture and related experience in demand side management programs or work related to supporting demand-side management.

## Why would I want to take a training program when I believe I already have the knowledge and experience required to pass an exam?

A CDSM training program provides more value than only preparing individuals to take the associated exam. It brings all candidates to a base level of understanding across a wide variety of demand-side energy management topics.

For those entrenched in their normal daily activities, attending a training program, held away from the office, in a classroom environment can be a catalyst for improvement and change. For many, the chance to network, connect, and learn from other like-minded individuals is incredibly valuable.

## I obtained my CDSM™ Certification, where do I go next?

The CDSM certification can help define your status as an energy professional and help progress your career. Once complete, make sure you maintain your account and keep track of your certification on [aeecenter.org](http://aeecenter.org). You can also keep up to date on energy management practices and technologies by joining your local AEE Chapter. Energy professionals continuously tell us that they stay ahead in the industry by getting involved in their local community.

[Find Your Local AEE Chapter](#)

## Which companies and industries value an AEE certification?

You can find AEE certified professionals across markets and industry sectors, from utilities, ESCOs, major multi-national corporations, power companies, respected controls contractors, and manufacturers, to federal, state, and local governments, military, universities, and school boards. Many of these organizations require a certification as a condition of hiring or a requirement for advancement. Government organizations request certified professionals within “Requests for Proposals.” The following list is a sample of companies across a wide range of industries that have demonstrated they value AEE certified professionals.

- 3M
- 3M Canada
- Abbott Laboratories
- AK Steel
- ALCOA
- Alliance to Save Energy
- American Axle & Manufacturing
- Amgen
- Anheuser Busch
- ArcelorMittal
- Archer-Daniels-Midland
- AstraZeneca
- Atlas Copco Canada
- Baxter Healthcare
- Bayer Corporate & Business Services
- Bechtel National
- BMW Manufacturing Corporation
- Boeing
- BP North America
- Briggs & Stratton Corporation
- Bristol Myers Squibb
- Burrows Paper Corporation
- CalsonicKansei North America
- Cargill
- Carrier Corp - UTC
- Caterpillar Inc
- CEMEX, Inc.
- Chevron
- Chrysler
- Conoco Phillips
- Cummins
- Dana Holdings Corporation
- Deere & Co.
- Dell, Inc
- Delphi Corporation
- Duracell
- Eastman Chemical Company
- Eli Lilly & Company
- Eurocan Pulp and Paper
- ExxonMobil
- Fluor
- Ford Motor Company
- Freescale Semiconductor
- Frito-Lay, Inc.
- Fruit of the Loom
- GE Energy
- GE Wind Energy LLC
- General Mills Inc.
- General Motors Energy & Utilities Services Group
- General Motors of Canada
- Georgia Tech Enterprise Innovation Institute
- GlaxoSmithKline
- GM - Brazil
- Goodyear Tire & Rubber Co
- Harley-Davidson Motor Company
- Hess
- Hewlett-Packard
- Hormel Foods
- IBM
- Intel
- John Deere
- Johnson & Johnson
- Kimberly-Clark
- Kraft Foods
- La-Z-Boy Inc
- Lockheed Martin
- Lone Star Steel Company
- Masco Corporation
- McCain Food USA
- Merck
- MillerCoors, LLC
- Motorola
- Nalco Company
- Nestle Purina Pet Care.
- Nestle USA, Inc.
- Northrop Grumman
- Novartis
- Owens Corning
- Papa John’s International
- Penske Truck
- PepsiCo
- Petrobras
- Pfizer
- PPG Industries
- Pratt & Whitney
- Pratt & Whitney Canada
- Procter & Gamble Mfg. Co.
- QuikTrip Corporation
- Raytheon
- Rockwell Automation
- RR Donnelly
- Sanofi-Aventis
- Shaw Industries, Inc.
- Shell Global Solutions
- Sherwin-Williams
- Sikorsky Aircraft Corporation
- Standard Motor Products, Inc.
- Subaru of Indiana Automotive, Inc
- Sunoco, Inc.
- The Dow Chemical
- Towson University
- Toyota
- Tropicana Products, Inc.
- U.S. Steel
- Unilever
- United Technologies
- US DOE
- US EPA
- US Steel
- Vought Aircraft
- Wal-Mart
- Walt Disney
- Weyerhaeuser Company
- Whirlpool
- Wyeth
- Xerox
- Yum! Brands, Inc.

**Find A  
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AEE Certified Professionals Directory