



Becca Madsen
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Sustainable Energy Strategy
Power Delivery & Utilization

Becca Madsen is a Senior Technical Leader at the Electric Power Research Institute (EPRI). Madsen manages and conducts research on a wide range of topics related to endangered species and natural resources within the context of electric power industry environmental challenges. Currently, a large focus of her work is on data science/artificial intelligence applications to environmental challenges in the electric power industry.

Ms. Madsen has over 15 years of experience analyzing issues at the intersection of natural resources and economics. Prior to joining EPRI, she served as Principal of Madsen Environmental, where she provided consulting services to businesses seeking return on investment from environmental restoration and sustainability actions. Ms. Madsen has analyzed and written on topics ranging from global policies promoting biodiversity conservation, to feasibility of water quality trading in the Chesapeake Bay, to the application of an ecosystem services perspective at a major beverage company.

Ms. Madsen holds a Bachelor of Arts degree in business administration from the University of South Carolina Honors College and a Master of Environmental Management from Duke University. Ms. Madsen was a Peace Corps volunteer, a Doris Duke Conservation Fellow, a Presidential Management Fellow with the U.S. Forest Service, and an Enviropreneur Fellow with the Property and Environment Research Center.