Solutii digitale pentru eficienta energetica

Mircea Bucur – Energy Ecosystem Solution Manager, bp

Professional One Pager – Mircea Bucur



Professional Summary

Energy and technology professional with solid track record in managing End to End product lifecycle for innovative solutions in the energy sector. Deep understanding of commercial models across Europe, skilled in identifying and removing barriers for commercial growth, managing projects strategic orientation through full lifecycle

Core Competencies

- **Technical:** Agile Product Development; Hardware Product development; Technical DD; BESS, EMS and Flexibility products integration
- **Leadership:** Team management; Career mentoring; Relationship building
- **Commercial:** Business model development; Commercial propositions – B2B and B2C; Commercial risk assessment; Contract development and execution

Previous Key Work Experience

- 2022-2023 Global Product Manager Retail Energy – bp; PM 0-1, bp
- 2019-2020 Commercial Manager Vehicle-to-Grid OVO Energy
- 2015-2019 Product Manager devices and platform integration KiWi Power (demand response aggregator)
- 2011-2014 Manager C&I solutions – smart metering – Hildebrand Technology

Education & Certifications

- MBA – Bayes Business School (former CASS Business School) – City University, London
- BEcon Management – Economics Academy, Bucharest
- ISA 62443 Cybersecurity Fundamentals Specialist
- Senior Member – International Society of Automation (ISA)

Key Achievements

Delivered a B2B2C decarbonisation app (Strala) ready for partner integration in time and within budget

Co-developed the EMS strategy to inform buy/build/partner decisions and value chain integration for bp

Delivered the largest residential Vehicle to Grid demonstrator in the world (342 chargers) providing arbitrage and ancillary services

Published 3 reusable APIs in the API marketplace, including DCC smart meter data extraction and car telemetry data pull

Co-designed and delivered KiWi Power's proprietary metering and control device used to manage over 100MW of assets; UL 2900 certified

Successfully secured and managed R&D projects in energy efficiency with a total budget over 2.5M Euro through Horizon2020 programme

Expert evaluator for project proposal in energy efficiency area for the European

Co-authored a paper on "Design of knowledge-based systems for automated deployment of building management services

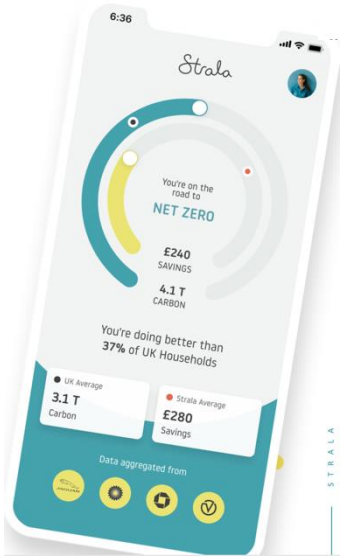
Produse si proiecte realizate











Where and how to play in Europe's energy transition

As the Transition gathers pace, six value chains and four key competencies emerge

Companies need to identify which value chain(s) to play in

1. Customer electrification
2. Smart energy retail
3. Demand-side flexibility
4. Grid-scale BESS
5. Grid-scale renewables
6. Green hydrogen

Have a clear strategy on how to play in value chain(s)

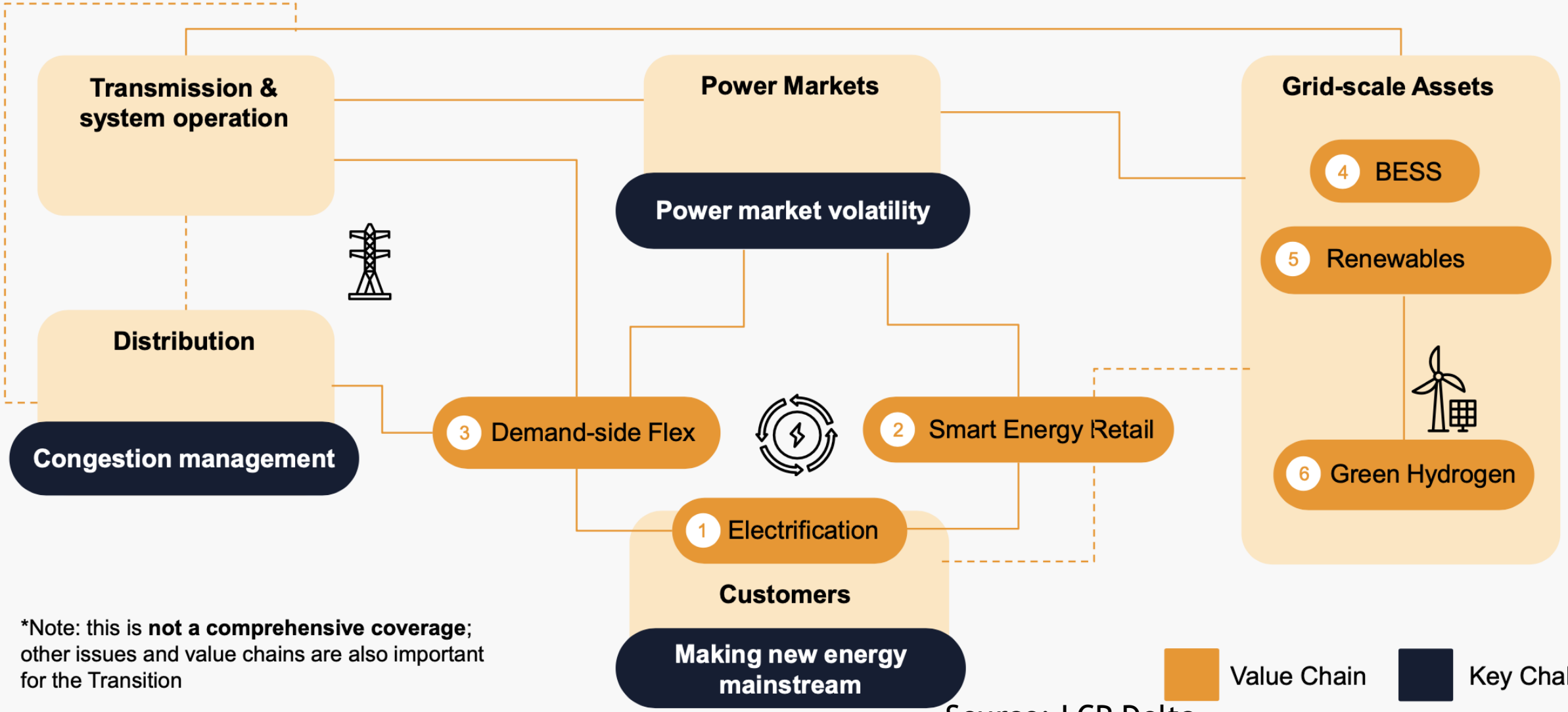
- Increasing trend towards value chain integration
- Role for value chain specialists
- Increasing connections between value chains

Strategy execution will require excellence in one or more of four competencies

- The business of flexibility
- Customer engagement
- Power market expertise
- Electrification, retail and flexibility integration

Source: LCP Delta

Six value chains and three key challenges for a successful Transition



Source: LCP Delta

The world largest residential V2G programme

project sciurus

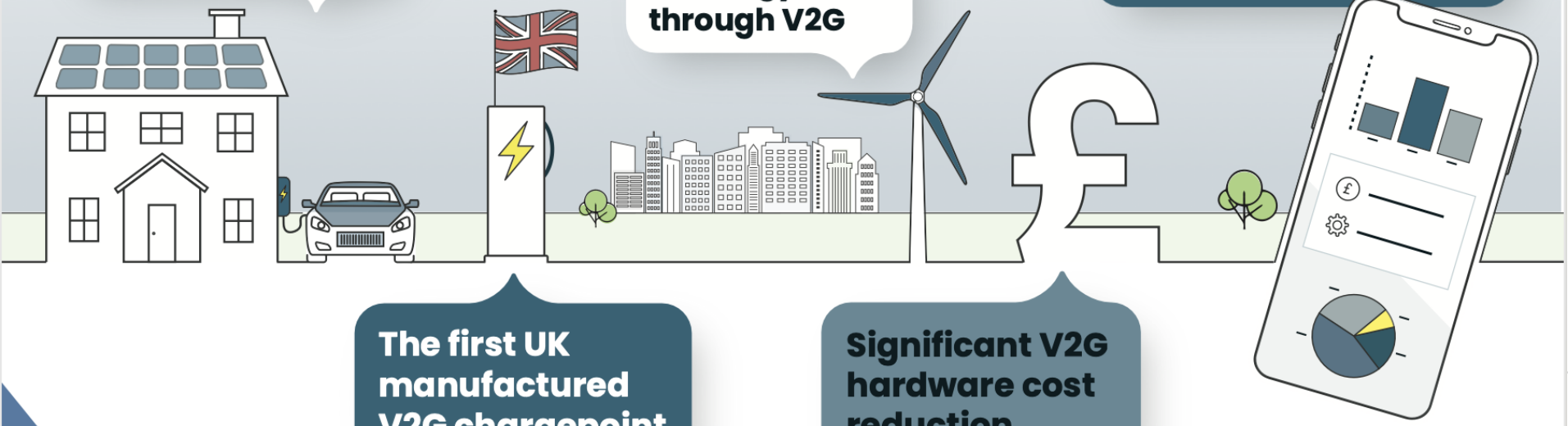
>320 V2G Units installed in homes throughout the UK

Simple customer proposition

Platform to aggregate and optimise V2G units

>750MWh of energy offset through V2G

Customer App keeping the customer in control of charging



The first UK manufactured V2G chargepoint

Significant V2G hardware cost reduction

Key achievements

The program at a glance

A 36-month real-world demonstrator to develop and deploy 300-400 V2G chargers with OVO customers

Project partners

KALUZA

ovo energy

NISSAN

cenex

INDRA

Project funding

Department of Business, Energy, Industry and Science (BEIS) and Office for Low Emission Vehicles (now OZEV) in partnership with Innovate UK

Key achievements

- Bespoke V2G hardware developed and manufactured
- User and installer apps developed
- Bespoke V2G tariff proposition launched
- Onboarded >330 customers
- Analyzed half-hourly data from charger fleet over 12 months
- Insights collected from V2G customers

Key programme metrics

Program findings

$477/£420
Average customer savings per year

93%
Customer satisfaction rate

> 3 million
'Free' miles driven

Average customer charging metrics

Average importing
11.36 kWh/day

Average exporting
6.77 kWh/day

18
Average monthly plug-ins

Average plug-in and plug-out times
17:30 plug-in
08:00 plug-out

Potentialul V2G pentru piata din UK

