

Biography

Martha Amram, Ph.D. Chief Executive Officer, GreenNow USA

Martha Amram is CEO of GreenNow USA, a service company that helps homeowners save energy and water through personalized action plans, expert advice and a network of qualified vendors. She is also a Senior Fellow at the Milken Institute. An expert on valuation and strategy, she has had a wide range of experience in management consulting, start-up ventures and academia.

She is the author of *Value Sweep* (2002) and the co-author of *Real Options: Managing Strategic Investment in an Uncertain World* (1998). Amram has also served as managing director of Navigant Consulting, interim CEO of Vocomo Software Corp. and chief economist of PLX Systems Inc. She was a co-founder of Glaze Creek Partners, a consulting firm that was sold to Navigant in 1999. Amram received a Ph.D. in applied economics from the Massachusetts Institute of Technology.