

A conversation with Robert Fishman of NAES Corp.

Power Generation Equipment and Services

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As the new president and CEO of NAES Corp., Robert (Bob) Fishman's goal is to make NAES a great company. He is excited not only about the future of NAES but also the future of the American power industry. BIC Magazine recently visited with Fishman to discuss the importance of providing strong leadership and the new initiatives taking place at NAES.

Q: What led to your position at NAES?

A: This position builds on my leadership experience of more than 30 years in the power industry including plant operations, engineering and construction, and project development. The ability to be able to use all of my experience in this role and grow the business is very appealing.

I have held several positions in the power industry including CEO at AUSRA (AREVA Solar), executive vice president of Operations, Engineering and Development at Calpine, and president of PB Power Inc. at Parsons Brinckerhoff.

Q: What is the most important part of your position?

A: Leadership and vision. It is my strong belief a successful company has a vision, and a leadership team and employees committed to achieving that vision. My role is to create and communicate that vision, and provide executive leadership to drive vision attainment. It is also my role to make NAES a fun and exciting place to work. Building and maintaining open communication and trust builds commitment. Informed employees are more productive, empowered and motivated. Providing the necessary leadership and vision for NAES, motivating our people and empowering them to act will result in satisfied customers, corporate and personal growth, and make NAES a really enjoyable place to work.

Q: What are your goals for your position?

A: My goal is to make NAES a great company. We will build and expand on the solid foundation of current operations. At the same time, we will add several profitable business lines, which will complement and broaden the current NAES portfolio. We can look forward to strong business leadership, growth and industry diversification, and a dynamic, customer-focused organization that drives results and adds value. The initiatives we will execute will be good for our customers, provide growth for our employees and be of benefit for the shareholders of the company.

Q: Are you looking to grow in new markets or expand in current ones?

A: NAES is recognized in the industry and by its customers as a leader in the business lines in which it currently operates. We will expand and broaden our range of services to power industry customers and grow our business in adjacent industries. We intend to offer our core expertise into those industries that have similar characteristics, require similar processes and hold similar expectations of sophistication in safety, compliance, productivity, performance and cost that we have today. We see opportunities in biofuels, oil and gas, petrochemical and other process industries.

Q: How do you plan to address changes in the work force/economy/emissions/etc. in the coming year?

A: NAES has energetic and committed employees. Our growth and diversification plans will build on their knowledge, capacity to grow and commitment to NAES. We are in good hands. The exploitation of shale gas has led to the lowest natural gas pricing in the industrialized world, and that in turn is causing massive change in power generation, and spurring redevelopment and expansion in energy intensive industries and those that use natural gas as a feedstock. That is where our focus will be. This promises to be one of the greatest periods of transformation in the American power industry and process industries in decades. We believe the future looks bright. NAES intends to be part of that future.