

Executive Thought Leadership Impact Overview – 2025

Tom Raftery

Independent Energy & Climate Strategist

Positioning & Platform Scale

Strategic Focus

Tom Raftery is an Independent Energy & Climate Strategist focused on electrification, renewable energy economics, AI-driven emissions transparency, and supply chain resilience.

His work reframes the energy transition as a competitiveness and risk-management imperative, not a compliance exercise. By integrating climate science, energy markets, industrial transformation, and digital innovation, he helps senior leaders navigate systemic change with strategic clarity.

Through podcasts, long-form analysis, and global distribution, Tom translates complex macro shifts into practical executive insight.

Platform Scale & Reach

Podcasts

- 750+ combined episodes
- 550,000+ cumulative downloads
- 100+ executive interviews annually

YouTube

- 80,000+ subscribers

LinkedIn

- 20,000+ followers in energy, sustainability, and technology leadership

Newsletter

- 3,100+ subscribers
- ~50% average open rate (significantly above industry benchmarks)

Audience

Global English-speaking senior leaders across Europe, North America, and Asia.

Strategic Themes & Enterprise Impact

Core Thought Leadership Themes

- Electrification as economic inevitability
 - Renewable energy cost competitiveness
 - Grid resilience and storage economics
 - AI-enabled emissions tracking and transparency
 - Supply chain decarbonisation and risk mitigation
 - Countering fossil fuel misinformation with data-driven analysis
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Representative Engagement

Interviews and discussions with:

- CEOs of climate-tech and energy companies
 - Policy experts and economists
 - Climate scientists and data researchers
 - Industrial and supply chain transformation leaders
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Enterprise-Level Contribution

Tom's work influences executive thinking by:

- Shifting conversations from ESG optics to system-level resilience
- Connecting energy security, affordability, and climate risk
- Translating policy and market signals into strategic business implications
- Framing electrification and renewables as drivers of long-term competitiveness

Rather than advocating abstract climate action, his contribution is strategic synthesis: aligning energy transition realities with board-level decision-making.
