

# Natalie M. King – Making Strides in Green Energy Efficiency and Management

**N**atalie M. King is the founder and Chief Executive Officer of Dunamis Clean Energy Partners, LLC, a MBE certified, woman-owned green energy firm specializing in LED lighting manufacturing, project development, management and financing of energy efficiency and renewable energy projects for municipal, commercial and industrial customers.

Natalie is also a licensed corporate and real estate attorney with over 20 years experience in the legal profession. She operated The Law Offices of Natalie M. King, PLC, where she managed a successful corporate, real estate and entertainment law practice.

Ms. King represented clients in a broad range of public and private industries, including tier one automotive suppliers, nonprofit corporations, construction and facility management firms, health care service providers, municipal corporations and sports and entertainment ventures. She was also an adjunct professor of Contract and Business Law at Thomas M. Cooley Law School and Liberty University. Ms. King is a native Detroit, earning her undergraduate degree from the University of Michigan and juris doctorate from Wayne State University Law School.

Prior to forming Dunamis, Ms. King, served as Vice President and General Counsel of J King Solar Technologies, LLC, a solar energy integration firm. She serves as Board Vice President of the National Business League (formerly the Michigan Black Chamber of Commerce).



NATALIE KING

*Detroit Smart Pages asked Natalie a few questions about her company and her driving force in the green energy space.*

**DSP: When and what inspired you to enter this industry?**

**Natalie:** I was inspired to enter into the green energy space in 2007, during a period in which “going green” was (and still remains) an emerging market in the US with a 200% anticipated growth rate within a five year window. I desired to branch out from my practice of law and start something that I found to be very interesting and rewarding. I found that in the clean energy space. I co-founded a solar integration firm in 2007 and then further expanded into the creation of a full service energy efficiency firm, Dunamis Clean Energy Partners in 2012. From there, we developed a LED lighting manufac-

turing division of the company and just recently diversified further into environmental services for power plants.

**DSP: What have been the challenges as a woman in this space?**

**Natalie:** There have been many challenges as a woman in the space of energy efficiency, as it is primarily white male dominated. I have learned that you must work twice as hard as your male counterparts to be accepted as capable, competent and trustworthy to perform. However, I have also learned that the intuitive and connection building skills that we possess as women are not a weakness, but have served to be a valuable asset to my employees, management team and my customers.

**DSP: What are your future goals for Dunamis?**

**Natalie:** I’m excited about Dunamis’ growth and expan-

sion. Dunamis plans to continue to build upon its current business operations of led lighting manufacturing, energy efficiency consulting and environmental services to DTE Energy SE Michigan power plants.

We are extremely excited about the 2020 launch of our electric vehicle charging station product line and will be unveiling our inaugural model as an exhibitor at the 2020 NA-IAS. We will also expand our horticultural led lighting product line through a national marketing and sales model.

Our goal is to create a Michigan-based manufacturing facility for both the EV charging stations and horticultural lighting product lines and create employment opportunities to unemployed and low income Detroit community residents.

Natalie has been passionately committed to charitable initiatives and community advocacy for over 25 years. She has served for six years as the event organizer for the Annual Detroit Red Carpet Backyard BBQ for the Homeless & Hungry, which feeds over 5,000 Detroit citizens in need annually. She also serves as Board Chairperson for Abayomi Community Development Corporation, a nonprofit youth servicing organization and board member of The Yunion, a nonprofit youth mentoring organization. Ms. King is a published author of the book “Let There Be Light”, available on Amazon Kindle.

**To learn more about Dunamis Clean Energy Partners, LLC, please visit [www.dunamisenergy.com](http://www.dunamisenergy.com).**