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Immersion in Energy Markets Meeting Natalia Tluczek, PPA Sales Manager for Central and Eastern Europe.

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Choosing the path of science, Natalia studied in Poland and England, specializing in energy and the environment. In her first professional experience, she was responsible for analyzing the energy market and developing electricity and gas purchasing strategies for large international companies. Passionate about the world of renewable energy and the development opportunities in the sector, Natalia sought out a major player in this field to further her career.

From Non-Renewable to Renewable Energy – A Journey of Transformation

"Before joining the renewable energy sector, I worked for several years in traditional energy, mainly managing electricity sales contracts, with a focus on fossil fuels, risk management, and supply security.

Switching to renewable energy required not only technological adaptation but also a shift in mindset. What attracted me was the opportunity to contribute to a more sustainable energy transition."



In 2018, she joined Voltalia.

"The mission, the vision, the sector… it was the whole package that motivated me to join Voltalia and specialize in renewable energy."

At Voltalia, she quickly advanced. She started as a Market Analyst, the second member of the team alongside Laurent Pillot, then Head of Power Sales and now Country Manager for French Overseas Territories and Mobility. Six years later, the team grew to 10 people.

After a year, she transitioned to a Business Developer role, tasked with accelerating the Corporate Power Purchase Agreements (PPA) offering and developing renewable energy sourcing strategies for businesses across Europe. This role allowed her to meet prospects and clients in more than ten countries, providing her with invaluable energy and motivation.

Adapting to PPAs

"Today, as a PPA Sales Manager, I focus on originating, structuring, and negotiating Power Purchase Agreements (PPAs), a significant transition in my career. Unlike traditional contracts, PPAs support renewable energy by providing financial stability to producers and long-term supply to buyers. This required a deep understanding of the renewable energy market, financing, and the legal requirements specific to each country."

Lessons Learned

Continuous learning: The sector is evolving rapidly, making it essential to stay updated on new technologies and business models.

Interdisciplinary collaboration: Working with experts in engineering, finance, law, and project management has given me a more comprehensive view of the industry.

Commitment to sustainability: Sustainability is not just about technology but also a responsibility toward future generations.

The Biggest Challenge at Voltalia

"As a PPA Sales Manager, the challenges are varied and demanding. You need to tailor PPA offers to clients' specific needs while ensuring profitability and competitiveness. Managing complex contracts requires solid legal and technical knowledge. Energy market fluctuations, influenced by economic and climate factors, and each country's regulations add a layer of uncertainty. Finally, it's crucial to stay updated on technological innovations, such as energy storage, to offer tailored and competitive solutions. This requires skills in sales, finance, negotiation, and a deep expertise in renewable energy."

Advice for a Successful Career?

Building relationships is crucial. This applies not only to interactions with clients but also within the company. We collaborate with many departments to develop offers that meet our clients' needs. When engaging with a client, it's for the long term, and the relationship must be smooth and positive. It's not just about closing a deal but building a lasting relationship.

It's essential to take initiatives, track market trends, stay informed about clients' needs, and align with their strategy. Creativity also plays a key role. In terms of career development, it's important to be bold in seeking growth opportunities and to keep learning. In our ever-evolving sector, staying up to date and offering innovative, adapted solutions is crucial.

What's your view on the progress of the energy transition in Europe?

Europe is at the forefront of the global energy transition, with Central and Eastern European countries, historically dependent on fossil fuels, playing a key role. Markets like Romania, Poland, and Greece are rapidly increasing their renewable energy capacity to reduce carbon emissions, enhance energy security, and meet the EU's carbon neutrality goals by 2050. This transition is not only environmental but also strategic, aiming for energy independence and economic growth.

To support this renewable energy growth, it's crucial to modernize power grids, invest in energy storage, and promote cross-border cooperation to balance supply and demand. Collaboration between governments, investors, and communities is essential to ensure an inclusive transition. Regulatory landscapes vary across countries like Slovakia and Hungary, where reforms are opening new opportunities for green investments, but more stability is needed to encourage renewable projects.

Working in the renewable energy sector in Central and Eastern Europe, I see strong momentum. However, innovation, collaboration, and political support are crucial to overcoming challenges and ensuring a sustainable energy future.