



Technical Writing for the Energy & Power Generation Industry

Our engineering and marketing expertise enables us to write polished articles that will engage the industry as well as attract prospective customers.

Power Industry Focus, Powerful Results

Krishnan & Associates is a full service power and energy consulting firm providing marketing, market analysis, merger & acquisition and recruitment services.



Our team consists of Technical Writers, Engineers, Economists and Former Editors of Energy & Power Magazines who have developed 5,000+ articles in their career.

About Us

We focus on providing expert product marketing & communication, analytics & advisory, and global recruitment services. K&A has experienced practice directors for each business sector that will personally manage your project, large or small.

Our clients include major equipment manufacturers, electric utilities; domestic & international power producers, consulting, engineering and construction firms, and strategic and financial investors.

Technical Writing Expertise

K&A has extensive experience and success securing placement of technical articles in leading energy industry technical publications. Our engineering and marketing expertise enables us to write polished articles that will engage the industry as well as attract prospective customers. K&A remains in frequent contact with the editorial staff of all the major power industry trade publications.



Reach Out to the Global Energy Industry Network

Krishnan & Associates has developed a proprietary distribution network of over 40,000 global utility and A&E contacts, and possesses a social media following of 3,000+ industry professionals.



Power Plants



Renewable Energy



Industrial Power



EPCs



T&D



Oil & Gas



OEMs



Energy Storage



Developers



Digitalization



Smart Grid



Investors

Publishers

In 2016 - 2017 our articles written for various clients were published in leading magazines and industry trade journals such as:

- Combined Cycle Journal
- Electric Power
- Energetica
- Energetica India
- Modern Power Systems
- Powder & Bulk Solids
- Power
- Power Engineering
- Power Engineering International
- Valve World
- VGB Powertech
- Utilities



Process & Cooperation

Our process entails using our client's input to crystallize a theme for each article. Krishnan & Associates will engage in an initial conference call with the client to determine specific topics that will be covered by the articles. Once topics are established our client will typically provide information in the form of previously completed technical papers, promotional material, or case studies from which K&A develops the material and works through the necessary steps to successful publication.

- **Establish topic**
- Prepare outline
- Develop content & message
- Assemble photos, tables and graphs
- Draft article for client approval
- Integrate client comments into article for submittal
- Coordination with editorial team for target publications
- **Successful publication**

Ravi Krishnan
Managing Director

Ravi Krishnan is the Managing Director at Krishnan & Associates. Ravi brings over 17 years experience in management consulting & recruitment services in the power and infrastructure industry. His areas of expertise are in analytical & advisory services - technical marketing & communications, market research, mergers & acquisitions and business restructuring.

John Evans
Technical Writing & Publications

John's energy industry expertise stems from over 25 years in technical sales, marketing and business development of environmental technologies. He brings extensive knowledge of current and emerging regulations for NOx, SO2, Hg and PM emissions in USA, Europe and Asian markets.

Bob Peltier, P.E.
Technical Writing & Publications

Bob has a BS, MS, and Ph.D. in mechanical engineering and is a registered engineer in California and Arizona. In September 2002 joined the POWER magazine's editorial staff as senior editor. Bob was named POWER's Editor-in-Chief on April 1, 2003.

Bill Looman
Sales Strategy

Bill Looman provides over 23 years of experience in marketing, market analysis, technical sales, sales management, strategic targeting, and sales process development. Prior to assuming a strategic consulting role with K&A, Bill was involved in sales and marketing of power generation technologies to solid fuel fired power plants for over 13 years.

Kaival Shah
Marketing Research

Kaival Shah is a Business Analyst with K&A based in Mumbai, India. Kaival is consistently involved with marketing, recruitment and business development projects within the power, mining, and energy sectors in India.

Luke Raithe
Database Specialist

Luke's expertise is in market research using primary and secondary research methodologies. At K&A, Luke has been involved with market communications and research projects involving air pollution control equipment for power plants, boilers, turbines, and generator control technologies. His research has also extended into the field of coal mining in the United States.

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TECHNICAL WRITING & PR

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Innovative Solutions for the Energy Industry



IMPROVE WIND TURBINE SAFETY WITH A PISTON ACCUMULATOR
RETROFIT | SEPTEMBER 2020 **POWER**



FLEXIBLE SMALL-SCALE GENERATION EMPOWERED BY ONCE-THROUGH
BOILER TECHNOLOGY | SEPTEMBER 2020 **POWER**



MODULAR ONCE-THROUGH BOILER FOR FLEXIBLE SMALL-SCALE
COMBINED CYCLE | JUNE 2020 **ModernPowerSystems**



DECENTRAL HYBRID SOLUTIONS, MAKING A GREENER ENERGY FUTURE
A REALITY | APRIL 2020 **DOWNLOADABLE WHITEPAPER ON SIEMENS WEBSITE**



INCREASING WIND TURBINE RELIABILITY THROUGH BLADE PITCH CONTROL
UPGRADES | JANUARY 2020 **POWER Engineering**



INCREASING WIND TURBINE RELIABILITY THROUGH BLADE PITCH CONTROL
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DEPENDABLE RENEWABLE ENERGY FOR THE POWER GRID | NOVEMBER 2019 **POWER**



FUEL FLEXIBLE CFB TECHNOLOGY IN LARGE SCALE POWER GENERATION |
NOVEMBER 2019 **AFRICAN POWER**
Mining & Oil Review



WHY THE CIRCULATING FLUIDISED BED BOILER MAKES SENSE FOR INDIA |
NOVEMBER 2019 **ModernPowerSystems**



CHANGING POWER MARKET CONDITIONS WARRANT SMART BOILER SERVICES |
SEPTEMBER 2019 **POWER**



INDIAN MARKET RIPE FOR CFBS | SEPTEMBER 2019 **THE ENERGY INDUSTRY TIMES**



CIRCULATING FLUID BED SCRUBBING TECHNOLOGY: LOW-COST SO₂ CONTROL
FOR PF UNITS FOR THE INDIAN POWER MARKET | SEPTEMBER 2019 **energetica**



GS EPS ADDS DEPENDABLE RENEWABLE PLANT TO SOUTH KOREA'S GRID |
AUGUST 2019 **ModernPowerSystems**



ACCESSING NATIONAL ELECTRICITY RATES IS KEY TO OPTIMIZING ENERGY
MANAGEMENT PROGRAMS | AUGUST 2019 **POWER Engineering**



ACCESSING NATIONAL ELECTRICITY RATES IS KEY TO OPTIMIZING ENERGY
MANAGEMENT PROGRAMS | AUGUST 2019 **ELECTRIC LIGHT & POWER**



AN ECONOMICAL SOLUTION | JUNE 2019 **POWERLINE**



CIRCULATING FLUIDISED BED SCRUBBER TECHNOLOGY | MAY 2019



REDUCE KILN PARTICULATE EMISSIONS WITH HIGH-PERFORMANCE FILTER MEDIA | APRIL 2019



IMPROVE BAGHOUSE PERFORMANCE WITH CUSTOM FILTRATION MEDIA | MARCH 2019



CFB SCRUBBERS MAKE A CASE FOR INDIA | MARCH 2019



THE POWER OPTION | JANUARY 2019



FIERCE COMPETITION IN INDIAN EMISSIONS CONTROL MARKET | NOVEMBER 2018



AIG UPGRADES SLASH HRSG AMMONIA USAGE AND TUBE FOULING | OCTOBER 2018



CMI'S MIRIS PILOT PROJECT: BATTERIES (BOTH LI-ION AND FLOW) ARE INCLUDED | OCTOBER 2018



AIG UPGRADES SLASH AMMONIA CONSUMPTION, TUBE FOULING | SEPTEMBER 2018



INTERVIEW WITH ROBERT GIGLIO | JUNE 2018



MEXICO'S COMBINED CYCLE BOOM | MAY 2018



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CFB BOILER TECHNOLOGY IN A LOW CARBON WORLD | MARCH 2018



TEESSIDE'S CFB-BASED 300 MW BIOMASS PLANT | MARCH 2018



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MGT TEESSIDE HERALDS A NEW 300-MW CLASS BIOMASS POWER PLANT | JANUARY 2018



THE RIGHT SOLUTION FOR TURKEY'S ENERGY FUTURE | JANUARY 2018



THE RIGHT SOLUTION FOR TURKEY'S ENERGY FUTURE | NOVEMBER 2017



TEES RENEWABLE ENERGY PLANT | NOVEMBER 2017



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A FLEXIBLE GENERATION AND ENERGY STORAGE SOLUTION | NOVEMBER 2017
POWER Engineering



TEESSIDE GOES BIG ON BIOMASS | NOVEMBER 2017



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SUMITOMO BREAKS GROUND IN CIRCULATING FLUIDIZED BED MARKET WITH LAUNCH OF SUMITOMO SHI FW | NOVEMBER - DECEMBER 2017



WHY FUEL FLEXIBLE CFBS ARE THE FUTURE | OCTOBER 2017



INTERVIEW WITH SUMITOMO SHI FW’S EIJI KOJIMA AND TOMAS HARJU-JEANTY AT ASIA POWER WEEK, 2017 | OCTOBER 2017



GAINING A FOOTHOLD | OCTOBER 2017



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Reach out to the
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Power Plants



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Industrial Power



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