



Krishnan & Associates Delivers Proven Lead Generation Programs for Power and Energy Technology Providers

K&A lead gen services help energy technology providers build and convert qualified sales pipelines across utilities, grid software, and clean energy markets.

STAMFORD, CT, UNITED STATES, February 6, 2026 /EINPresswire.com/ -- [Krishnan & Associates, Inc.](#), a global consulting leader in the power and energy

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Ravi Krishnan, Managing Director of Krishnan & Associates

sector, today announced the expansion of its industry-focused lead generation services designed to help technology innovators, solution providers, and service firms capture high-value sales opportunities across the evolving energy landscape.

As utilities and industrial buyers increasingly pursue digital grid transformation, decarbonization solutions, and advanced analytics—and as hyperscale and edge data centers continue to drive unprecedented electricity

demand—the need for targeted outreach and qualified sales pipelines has grown significantly, creating new opportunities for strategic go-to-market engagement.

With deep domain expertise spanning generation, transmission, distribution, and grid software, Krishnan & Associates equips B2B clients with research-driven demand generation, executive outreach, and opportunity qualification services. The firm’s lead generation practice is tailored to the complex procurement cycles of energy industry buyers, enabling customers to accelerate sales velocity, improve conversion rates, and grow market share in competitive technology segments.

“Our clients operate in highly technical markets where decision cycles are long and stakeholder landscapes are broad,” said Ravi Krishnan, Managing Director of Krishnan & Associates. “By combining our deep industry knowledge with targeted demand generation techniques, we help companies identify real revenue opportunities and build meaningful pipelines that drive sustainable growth.”

Krishnan & Associates’ lead generation capabilities include:

- Market and Account Research
- Targeted Outreach to Qualified Buyers
- Account Based Marketing
- Executive and Technical Stakeholder Engagement
- Opportunity Qualification and Lead Scoring
- Campaign Analytics and Feedback Optimization

Through a combination of proprietary research, deep industry insight, an extensive global network and database, and highly personalized engagement strategies, the firm connects solution providers with prospective buyers and technical decision-makers across utilities, power plants, engineering firms, data centers, EPCs, and energy developers.

These services are particularly valuable for companies seeking to enter new geographic markets, navigate emerging technology adoption cycles, and align their offerings with buyer priorities across both generation and transmission & distribution. Key focus areas include boiler performance and emissions control; plant reliability, availability, and efficiency solutions; turbine upgrades; and digital technologies such as APM, AI/ML-based predictive maintenance, grid software platforms including ADMS, DERMS, and SCADA, as well as grid-edge analytics, microgrids, and energy storage.

Krishnan & Associates has delivered measurable pipeline growth for clients across North America, Europe, and Asia by driving higher-quality lead flow, increased sales engagement, and more efficient go-to-market execution. Recent campaigns have supported executive outreach for advanced grid technologies, digital transformation platforms, and clean energy solutions.

About Krishnan & Associates

Krishnan & Associates, Inc. is a full-service consulting firm serving the global power & energy industry, offering analytical research, strategic marketing, recruitment, and lead generation services to energy technology providers and market participants. With a global footprint and deep technical domain expertise, the firm helps clients navigate market complexity and accelerate growth.

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