

# Influential Women Profiles: Tara Walling For Leadership In Energy Trading And Commitment To Sustainable Energy Markets

SUSANVILLE, CA, UNITED STATES, June 24, 2026 /EINPresswire.com/ -- Senior Energy Executive with Over Two Decades of Trading Experience Leads Procurement and Portfolio Strategy at Central Coast Community Energy

Tara Walling is a seasoned energy professional with more than 24 years of experience in the energy industry, including over 20 years in energy trading roles. She currently serves as Manager of Energy Trading at Central Coast Community Energy, where she leads procurement strategy across energy supply, renewable energy credits (RECs), resource adequacy (RA), long-term energy storage, and mid-term reliability products. In her role, she also participates in origination efforts and oversees asset management and resource planning across the organization's portfolio, ensuring alignment with California's energy requirements while advancing sustainable and reliable energy solutions for the community.



Throughout her career, Tara has played a critical role in navigating the complexities of evolving energy markets. Her leadership supports the organization's mission of delivering clean, cost-effective, and reliable energy while meeting stringent regulatory and portfolio standards in California's dynamic energy landscape.

Tara's path into energy trading began in a nontraditional way following the events of 9/11, when she transitioned from a role at a fiber optic company into an executive administrative position at PacifiCorp and later PPM. Driven by a strong interest in trading and market operations, she immersed herself in the business, gaining a deep understanding of market fundamentals and

operational structures. Her initiative led her to secure an analyst role and ultimately negotiate her way onto the trading desk, marking the beginning of a long and successful career in energy trading.

Over the years, Tara has often found herself as one of the few women—or the only woman—on trading desks, a reality that has shaped her resilience, determination, and commitment to continuous learning. She credits her long-standing success to persistence and a refusal to be limited by external expectations. When faced with doubt or underestimation, she focuses on expanding her knowledge, executing with precision, and delivering results when they matter most.

Her interest in trading has remained strong due to the dynamic and fast-paced nature of the field. Tara is drawn to environments where no two days are the same and where continuous adaptation and learning are essential. Even after two decades in the industry, she continues to build on her expertise, moving across different sectors and reinforcing her belief that there is always more to learn and master.

A key aspect of Tara's leadership approach is her emphasis on collaboration, mentorship, and operational excellence. Within her teams, she fosters an environment that encourages growth, shared knowledge, and strategic thinking. Her leadership philosophy integrates technical expertise with long-term vision, ensuring that her work contributes not only to organizational success but also to broader efforts in building a cleaner and more sustainable energy future.

The early stages of her career shaped her perspective on growth and opportunity in the industry. After entering trading through administrative and analyst roles, Tara took initiative to learn every aspect of the business, eventually earning a place on the trading desk. This progression reflects her belief in persistence, adaptability, and self-directed learning as key drivers of professional advancement.

Tara also emphasizes the importance of emotional discipline in trading. One of the most valuable lessons she received early in her career came from another female trader who helped her reframe how emotions function in high-pressure environments. Rather than viewing emotions as weaknesses, she learned to recognize them as part of the decision-making process. In trading, she understands the importance of processing reactions, learning from outcomes, and moving forward without lingering on past decisions. Each trade represents an opportunity for evaluation and growth, followed by clear, decisive execution in the next opportunity.

For young women entering the trading industry, Tara encourages resilience, confidence, and emotional awareness. She advises developing a strong mindset while also recognizing the importance of acknowledging emotions without allowing them to interfere with performance. In her view, the trading environment requires individuals to address issues directly, resolve them efficiently, and maintain forward momentum. Holding onto setbacks or conflicts can hinder professional growth and limit long-term success.

Tara also highlights the importance of persistence in overcoming industry barriers. One of the ongoing challenges in her field is the perception of a ceiling for women in trading roles, where advancement often requires proactive advocacy for increased responsibility and opportunity. Despite this, she sees significant opportunity within the industry's diverse niches and the ability to move across markets. For those committed to continuous learning and adaptability, the energy sector offers extensive pathways for career growth and specialization.

Beyond her professional accomplishments, Tara is deeply committed to values centered on family and continuous personal development. She places great importance on time spent with her children and takes pride in their individual accomplishments and life paths. Her daughter's unconventional journey and her son's view of her as a role model are especially meaningful aspects of her personal life.

Professionally, Tara remains guided by curiosity and lifelong learning. Even after more than 24 years in the energy industry, she continues to explore new developments, market dynamics, and opportunities for growth. This ongoing commitment to learning fuels her passion for the field and reinforces her ability to adapt in an ever-changing energy landscape.

Through her leadership at Central Coast Community Energy, Tara Walling continues to play a vital role in shaping energy procurement strategies that balance reliability, affordability, and sustainability. Her career reflects resilience, expertise, and a deep commitment to advancing both her organization and the broader transition toward a more sustainable energy future.

Learn More about Tara Walling:

Through her Influential Women profile: <https://influentialwomen.com/connect/Tara-Walling>

## Influential Women

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