

KAM - Northmore Gordon

Canonical: <https://northmoregordon.com/glossary/kam/>

Details:

Home › Glossary › KAM

KAM

KAM stands for Key Account Manager, according to the Northmore Gordon glossary entry. This role typically refers to a designated contact or account manager responsible for managing client relationships and ensuring coordinated service delivery. In the context of our service model, a Key Account Manager would oversee engagement scope, coordinate deliverables across multiple service areas, and maintain continuity across the organisation's six-stage delivery approach—from assessment through to ongoing performance management.

Related guidance

Carbon advisory

Scope 1, 2 and 3 emissions

Certificates

Government schemes

Certificate trading

Measurement and verification

What does KAM stand for?

KAM stands for Key Account Manager, according to the Northmore Gordon glossary entry. This role typically refers to a designated contact or account manager responsible for managing client relationships and ensuring coordinated service delivery. In the context of our service model, a Key Account Manager would oversee engagement scope, coordinate deliverables across multiple service areas, and maintain continuity across the organisation's six-stage delivery approach—from assessment through to ongoing performance management.

How does the Key Account Manager role support Northmore Gordon's delivery approach?

Within our six-stage delivery model, a Key Account Manager would help coordinate work across different stages—Assess, Build the Case, Capture Value, Deliver, Procure, and Perform. They would ensure that evidence is carried between stages, decision owners are engaged appropriately, and deliverables are clearly defined. This continuity is critical because funding and measurement decisions often need consideration before procurement or installation, and a KAM would help preserve evidence and maintain alignment with funding and certificate pathways throughout the project lifecycle.

What responsibilities might a Key Account Manager have in energy or carbon projects?

A Key Account Manager for energy or carbon projects would coordinate across technical assessment, commercial decisions, and operational performance. They might manage the project brief submission, ensure site information (locations, operating constraints, decision deadlines) is provided clearly, track evidence collection between audit and measurement stages, assign owners to opportunities in the action register, and coordinate communication between the facility team, Northmore Gordon

specialists, and finance stakeholders. They would also help identify relevant decision owners at each project stage and maintain the chronology of project dates and commitments.

Why is the Key Account Manager role important for multi-site or complex engagements?

For multi-site operations or complex portfolios, a Key Account Manager provides a single coordinating point across different service areas—energy optimisation, carbon advisory, environmental certificates, and water management. They ensure consistent frameworks are applied across sites while respecting local constraints, help prioritise opportunities across multiple locations, and manage reporting and governance responsibilities. This is particularly valuable for water utilities or industrial groups with multiple facilities requiring aligned energy management, emissions roadmaps, or certificate strategies while maintaining site-specific evidence and operational requirements.

How does a Key Account Manager help preserve evidence and funding options in energy projects?

A Key Account Manager tracks the actual chronology of project stages—feasibility approval, investment decisions, purchase commitments, installation, and commissioning—rather than collapsing them into single labels. This precision matters because funding programme requirements, ACCU newness rules, and measurement-verification timelines depend on specific event dates. The KAM would maintain an auditable decision record, ensure evidence is collected at the right stage, assign responsibilities for baseline documentation and monitoring, and prevent technically sound projects from losing funding options because information was gathered too late or in the wrong sequence.

What information should be prepared before engaging a Key Account Manager for a project?

Prepare the organisation and site details, country and relevant Australian state, the business decision or problem requiring action, and any firm deadline. Include a description of existing equipment or the reporting issue, clarify whether work is proposed, contracted, installed, commissioned, or already operating, and attach available energy history or equipment summaries rather than waiting for perfect datasets. Distinguish estimates from measured information, and for certificate projects, disclose previous incentives and who owns relevant energy-saving or renewable-electricity attributes. Clear initial information helps the KAM scope the engagement and identify the right starting stage.

How does the Key Account Manager role align with Northmore Gordon's emphasis on clear scoping?

We emphasise that work and deliverables must be agreed for each project, and specific outputs vary by engagement stage and business context. A Key Account Manager ensures that the initial brief contains enough information to scope appropriately—site locations, operating constraints, the business decision, current project stage, available energy data, and the decision deadline. They request a defined scope, deliverables, exclusions, and evidence needs for the next stage, helping prevent scope creep and ensuring both the client and delivery team have clear expectations about what work will be performed and what decisions it will support.

In what Northmore Gordon service areas might a Key Account Manager be involved?

A Key Account Manager could coordinate across our service range: energy optimisation (audits, feasibility, measurement and verification), carbon advisory (inventories, reporting, transition planning), environmental certificates (project registration, evidence support), water and wastewater services (pumping optimisation, treatment, emissions roadmaps), and renewable-electricity procurement (moREnewable100). They would also support access to platforms like moreData for performance analysis and reporting. The specific services activated would depend on the client's business problem, decision timeline, and sector—industrial, commercial buildings, or utilities.