

Madonna Ghajar - Northmore Gordon

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Madonna Ghajar

Madonna Ghajar is a Senior Business Development Manager at Northmore Gordon and has been working in business development and commercial partnerships since 2005. She has experience across the energy, travel and tourism, fashion and sporting industries, with a strong focus on supporting organisations navigating complex energy and sustainability markets.

Madonna leads the strategic growth of Northmore Gordon's environmental certificate portfolio, working across STCs, VEECs, ESCs, LGCs, REGOs, RGGOs, REPS and ACCUs throughout Australia. Her work focuses on building strategic partnerships, developing new markets and supporting clients to access government incentives, implement energy efficiency initiatives and achieve carbon reduction objectives. She works closely with large energy users, installers, industrial organisations, financiers, government agencies and corporates with sustainability targets to deliver commercially sound and environmentally impactful outcomes.

She has played a key role in establishing major installer partnerships across Australia, expanding environmental certificate programs and supporting large client engagements in emerging energy markets. Madonna holds a Certificate in Frontline Management and is particularly motivated by helping organisations reduce energy costs while progressing practical decarbonisation outcomes.

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Who is Madonna Ghajar and what is her role at Northmore Gordon?

Madonna Ghajar is a Senior Business Development Manager at Northmore Gordon with business development and commercial partnership experience since 2005. She leads the strategic growth of our environmental certificate portfolio and works across multiple certificate types including STCs, VEECs, ESCs, LGCs, REGOs, RGGOs, REPS, and ACCUs throughout Australia. Her role involves building strategic partnerships, developing new markets, and supporting clients to access government incentives and achieve carbon reduction objectives.

What industries has Madonna Ghajar worked in before joining Northmore Gordon?

Madonna Ghajar has worked across the energy, travel and tourism, fashion, and sporting industries. This diverse background has given her strong experience in supporting organisations navigating complex energy and sustainability markets. Her multi-sector experience informs her approach to

understanding how different business types can access environmental certificates and implement energy efficiency initiatives tailored to their operational and commercial circumstances.

What environmental certificate pathways does Madonna Ghajar specialise in?

Madonna Ghajar leads work across Australia's major environmental certificate schemes: STCs (Small-scale Technology Certificates), VEECs (Victorian Energy Efficiency Certificates), ESCs (Energy Savings Certificates under NSW schemes), LGCs (Large-scale Generation Certificates), REGOs (Renewable Energy Guarantees of Origin), RGGOs, REPS, and ACCUs (Australian Carbon Credit Units). Each certificate type has distinct eligibility, creation and trading rules. Her expertise helps clients identify which instruments suit their activity, jurisdiction, timing and intended claims, and supports them through project registration, evidence gathering and commercialisation.

What types of organisations does Madonna Ghajar work with?

Madonna Ghajar works with large energy users, equipment installers, industrial organisations, financiers, government agencies, and corporates with sustainability targets. This diverse stakeholder base requires coordinated commercial and technical approaches. She helps large energy users optimise their energy efficiency investments and environmental certificate proceeds, supports installers with accreditation and nomination requirements, and assists financiers and government agencies in understanding the eligibility and commercial viability of energy and carbon projects across different schemes and jurisdictions.

How does Madonna Ghajar's work connect environmental certificates to business outcomes?

Madonna Ghajar's focus is on delivering commercially sound and environmentally impactful outcomes. Environmental certificates can contribute revenue to energy efficiency and renewable projects, but certificate quantity, eligibility, verification cost and sale price are separate variables. Her work helps clients compare a base case without unconfirmed certificate proceeds against an incentive scenario, identify eligible activities within their jurisdiction and timing, and develop transition strategies that integrate energy optimisation, decarbonisation and certificate revenue into coherent investment decisions. This prevents overstating certificate value and ensures projects have credible business cases.

What motivates Madonna Ghajar in her work at Northmore Gordon?

Madonna Ghajar is particularly motivated by helping organisations reduce energy costs while progressing practical decarbonisation outcomes. This dual focus reflects our broader approach: energy optimisation improves operational efficiency and reduces consumption, while environmental certificates and renewable energy procurement support emissions accounting and net-zero commitments. By connecting technical energy assessment with commercial certificate pathways and strategic partnerships, she helps clients achieve measurable reductions in both energy bills and emissions intensity.

What key achievements has Madonna Ghajar contributed to at Northmore Gordon?

Madonna Ghajar has played a key role in establishing major installer partnerships across Australia and expanding our environmental certificate programs. She has supported large client engagements in emerging energy markets, demonstrating ability to navigate complex multi-stakeholder projects. These achievements reflect her capability to build relationships across installers, equipment providers, corporate clients and government bodies, coordinate technical and commercial requirements across different schemes, and develop market growth in competitive areas such as renewable energy certificates and carbon credit projects.

What qualifications does Madonna Ghajar hold?

Madonna Ghajar holds a Certificate in Frontline Management. This qualification supports her business development and leadership responsibilities, particularly in managing complex stakeholder relationships, coordinating commercial partnerships, and overseeing strategic growth initiatives across our environmental certificate and energy efficiency portfolios. Her formal qualification, combined with her practical experience across multiple industries and certificate schemes, provides grounding for her senior business development role.

How can clients engage with Madonna Ghajar for environmental certificate support?

Clients seeking assistance with environmental certificates should contact Northmore Gordon through our enquiry route on its website. Madonna Ghajar's expertise covers project registration, certificate creation and trading, scheme eligibility assessment, and commercial structuring. She can help clients determine whether an activity meets particular scheme requirements, identify eligible certificate pathways, develop evidence strategies, and structure projects to maximise both environmental and commercial outcomes. Initial enquiries should state the location, equipment, project stage, intended outcome and any firm deadline.