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## LISA WOOD NAMED EXECUTIVE DIRECTOR OF INSTITUTE FOR ELECTRIC EFFICIENCY

**WASHINGTON, D.C.** – Lisa V. Wood, a 20-year veteran of electric industry consulting, has been named Executive Director of the Institute for Electric Efficiency, becoming the first person to hold that position for the new organization.

The Institute for Electric Efficiency (IEE) was established this past November by the Edison Foundation, with the expressed goal of helping intensify the nation's efforts to become more energy efficient while also increasing public awareness of and participation in electric utility industry efficiency programs, products and services.

"We are delighted to have someone of Lisa's caliber and expertise directing the Institute's efforts," said Jim Rogers, chairman of IEE's management committee and chairman, president and CEO of Duke Energy Corporation. "We are confident that she will help take efficiency programs to the next level and beyond."

Wood joins the IEE after more than two decades of consulting experience on the retail side of the electric utility sector. Her clients have included the nation's leading electric and natural gas utilities.

Wood most recently co-authored the 2008 Edison Electric Institute report, "Quantifying the Benefits of Dynamic Pricing in the Mass Market," and the 2008 Electric Power Research Institute report, "The New Energy Efficiency Guidebook."

She has directed numerous economic, financial and market analysis studies, with an emphasis on financial incentives for energy efficiency, dynamic pricing, value of electric service reliability, customer choice for electricity rate options, market share and customer willingness-to-pay.

Prior to joining the IEE, Wood was a principal and office director with The Brattle Group, a principal with PHB Hagler Bailly and a director of the Decision and Market Analysis Program at Research Triangle Institute. Lisa Wood has a Ph.D. in Public Policy and Management from the Wharton School of the University of Pennsylvania, an M.A. from the University of Pennsylvania and a B.A. from Rutgers College.

The Institute for Electric Efficiency was established to serve electric utilities, electricity customers and energy policymakers across the country as a clearinghouse and resource for information and innovation. The Institute will provide a forum to promote energy-efficiency practices among electric utilities, promote the sharing of information, ideas, and experiences in energy efficiency in the power sector – including both energy conservation and demand response - and develop a resource base of effective business models and options.

*The Edison Foundation is a nonprofit organization dedicated to bringing the benefits of electricity to families, businesses and industries worldwide. Furthering Thomas Alva Edison's spirit of invention, the Foundation works to encourage a greater understanding of the production, delivery and use of electric power to foster economic progress; to ensure a safe and clean environment; and to improve the quality of life for all people. The Edison Foundation provides knowledge, insight and leadership to achieve its goals through research, conferences, grants, and other outreach activities. Visit [www.EdisonFoundation.net](http://www.EdisonFoundation.net)*