

Thought Leaders Speak Out 2023

ENGAGING CUSTOMERS WITH TECHNOLOGY

Agenda and Speaker Bios

Fireside Chat with Xcel Energy and Sparkfund

Empowering C&I Customers to Realize their Resilience,

Energy Management & Electrification Goals

August 4, 2023, 12:00 – 1:00 pm ET

Agenda

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| Opening Remarks | Adam Cooper, Executive Director, IEI |
| Moderator | Mary Kipp, President & CEO, Puget Sound Energy |
| Discussants | Emmett Romine, Vice President, Customer Solutions & Innovation, Xcel Energy Pier LaFarge, Founder and CEO, Sparkfund |

This dialogue is a by-invitation event for electric company executives with customer responsibilities and features a fireside chat with Xcel Energy and Sparkfund followed by discussion with all participants. The goals of these dialogues are to share approaches, lessons learned, results, and the key roles that technology and data analytics play in customer engagement

The August 4 dialogue will focus on how Xcel Energy is working with Oracle Energy and Sparkfund to:

- Understand specific C&I customer needs and deliver turnkey solutions to achieve energy management, resiliency, decarbonization, and electrification goals.
- Increase C&I customer conversion rate and lifetime value using energy as a service tariff-based offering.
- Invest in flexible customer sited assets to support immediate customer objectives and future grid needs.



Speakers



Adam Cooper

Executive Director, Institute for Electric Innovation

Adam Cooper is Executive Director of the Institute for Electric Innovation (IEI). In this capacity he collaborates with a Management Committee of more than 25 electric company CEOs and a select group of technology companies to provide thought leadership on current issues, trends, and innovation in the electric power sector. He establishes and oversees IEI's key initiatives, its annual research agenda, and day-to-day activities. Prior to joining IEI, Adam worked at the Center for Automotive Research, the White House Office of Management and Budget, and Regional Economic Models, Inc. Adam received a Master's in Public Policy from the University of Michigan and a B.A. in Economics and History from Brandeis University.



Mary Kipp

President & CEO, Puget Sound Energy, and Co-Chair, Institute for Electric Innovation

Mary E. Kipp was named president of PSE in August 2019 and CEO in January 2020. Under her direction, PSE is leading the way to a clean energy future in partnership with its customers and the communities it serves. Prior to PSE, Mary was El Paso Electric's CEO since 2015 and president since 2014. Mary is Co-Chair of the Institute for Electric Innovation, a member of the Board of Directors of ASE (Alliance to Save Energy), and an immediate past chair of SEPA (Smart Electric Power Alliance). Mary received a Bachelor of Arts degree from Williams College, a Juris Doctor degree from The University of Texas School of Law, and is an alumnus of Exeter College, Oxford University.



Emmett Romine

Vice President, Customer Solutions & Innovation, Xcel Energy

Emmett Romine is the Vice President of Customer Solutions & Innovation at Xcel Energy. In his role Emmett leads corporate economic development, demand management, renewable choice, energy efficiency, brand and customer insights and the creation of innovative solutions that exceed the unique needs of residential and commercial customers. Before joining Xcel Energy in 2019 Emmett previously held a leadership role at Powerley, a technology company that provides utilities with solutions aimed at bridging the smart grid to the smart home. He has 20 years of utility industry experience with 13 years at DTE Energy working in areas including distribution operations, continuous improvement, finance, and energy efficiency. Emmett holds a master's degree in Finance from the Olin Business School at Washington University, St. Louis, and a Bachelor of Science in Mechanical Engineering from Washington University. He also attended the Executive Education Program with a focus on organic growth and innovation from the Kellogg School of Management at Northwestern University. He is a member of Edison Electric Institutes Customer Solutions Executive Advisory Committee, serves on the Downtown Denver Economic Development Council and is a member of the board of Mi Casa Resource Center in Denver.



Pier LaFarge

Co-Founder & Chief Executive Officer, Sparkfund

Pier is an entrepreneur committed to combating climate change through delivering the energy transition. At ICF International, he co-founded a new consulting offering that helped corporate & municipal customers procure their building energy systems.

Realizing that customers needed something better than their existing options, he quit his job and co-founded Sparkfund in 2013. Since then, he's worked alongside leading energy providers to build an enterprise services platform for leading energy brands to

deliver new white-label offers to their customers behind-the-meter across resilience, decarbonization & electrification. Pier holds a BA in Environmental Policy & Economics from Middlebury College, is a Trustee of The Mid-Atlantic chapter of The Nature Conservancy, and serves on the advisory boards for Project Canary, Noteworthy.ai and several other firms. In his free time, Pier enjoys hunting, fly fishing, and spending time at his farm in West Virginia with his wife and dog.