

Thought Leaders Speak Out 2023

ENGAGING CUSTOMERS WITH TECHNOLOGY

Agenda and Speaker Bios

Fireside Chat with FPL and IBM

Customer Centric Digital Transformations that Deliver Business Outcomes

May 16, 2023, 12:30 – 1:30 pm ET

Agenda

Opening Remarks	Adam Cooper, Executive Director, IEI
Moderator	Mary Kipp, President and CEO, Puget Sound Energy
Discussants	Caroline Roche, VP and Senior Partner, IBM Steve Shnider, Sr. Director, Enterprise Digital Strategy and Experience, Florida Power & Light Company

This dialogue is a by-invitation event for electric company executives with customer responsibilities and features a fireside chat with FPL and IBM 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 May 16 dialogue will focus on how FPL is working with IBM to:

- Drive costs out of the business through process transformation, data centralization and advanced customer analytics.
- Integrate Voice of Customer research to align and exceed business objectives.
- Increase customer program, product and service adoption through omni-channel marketing.



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 Masters 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.



Caroline Roche

VP and Senior Partner, IBM

Caroline Roche is a Vice President & Senior Partner at IBM Consulting, where she leads the Customer Transformation and Data & AI practices across the Energy & Utilities, Telecommunications, Media & Entertainment and High Tech industries. Through this role, Caroline is responsible for consulting services focused on advising customers around experience-led customer service, field service, and marketing transformation. She has advised clients across these industries, working closely on programs for clients including The Masters Tournament, Universal Parks and Resorts, Google, T-Mobile outside of the utility industry; and bringing those learnings to re-imagine utility processes. She has worked closely with NextEra Energy, Inc., as well as a number of other large IOUs. Caroline has been with IBM for 14 years. She earned her Bachelor of Business Administration with degrees in finance and accounting from the College of William and Mary. She is passionate about building diverse teams, and speaks publicly about building opportunities for women in tech; including working closely on IBM policies, such as IBM's hybrid work program.



Steve Shnider

Sr. Director, Enterprise Digital Strategy and Experience, Florida Power & Light Company

Steve Shnider is the Sr. Director of Enterprise Digital Strategy and Experience for NextEra Energy, Inc., one of the nation's leading energy companies. Steve is responsible for the digital customer experience, external and internal digital properties, and the digital customer communication platforms, including email, text, push and outbound voice. Steve joined FPL in 2004 and has held several positions in the Integrated Supply Chain, Customer Service and Marketing & Communication organizations. He was responsible for the complete transformation of the digital customer experience including the integration of FPL.com, FPL mobile app and digital communications. Steve earned his Bachelor of Science degree in management information systems from the University of South Florida. He is a certified Six Sigma Green Belt. Prior to joining FPL, Steve was a manager in the strategic consulting group for KPMG Consulting (Bearing Point).