

Thought Leaders Speak Out 2024

ENGAGING CUSTOMERS WITH TECHNOLOGY

Agenda and Speaker Bios

A Fireside Chat with Southern Company and SPAN

Smart Neighborhoods and Flexible Load Opportunities

August 20, 2024 1:00 – 2:00 pm ET

Agenda

Opening Remarks	Adam Cooper, Executive Director, IEI
Moderator	David Hutchens, President and CEO, Fortis Inc.
Discussants	Dr. Mark Berry, SVP, Research, Environment & Sustainability, Southern Company Arch Rao, Founder & CEO, SPAN

This dialogue is a by-invitation event for electric company executives with customer responsibilities and features a conversation with Southern Company and SPAN 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 20 discussion will focus on how Southern Company is working with SPAN to:

- Southern Company's Smart Neighborhoods initiative in Mississippi and Illinois and strategies to build the future grid.
- Unlocking customer and grid value thru smart electrical panels and other innovative smart home technologies.
- Embedding affordability and resiliency into net zero energy building design and operations.



SPAN



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.



Dave Hutchens

President & CEO, Fortis, Inc. and Co-Chair, Institute for Electric Innovation

Dave Hutchens' career in the energy sector spans more than 25 years, having held a variety of positions at the Corporation's electric and gas utilities in Arizona as well as with Fortis. Dave was most recently Chief Operating Officer of Fortis as well as Chief Executive Officer of UNS Energy Corporation in Arizona. Prior to that, he was Executive Vice President of Western Utility Operations of Fortis while also maintaining his responsibilities as President and CEO of UNS Energy Corporation. Dave holds a Bachelor of Aerospace Engineering and a Master of Business Administration from the University of Arizona and is a former nuclear submarine officer in the U.S. Navy. He serves on the Boards of ITC Holdings and FortisBC, both Fortis utilities.



Arch Rao

Founder & CEO, SPAN

Arch Rao is an energy technologist with expertise in commercializing clean energy technologies. SPAN has reinvented the home electrical panel. The electrical panel has seen little innovation over the last 75 years. SPAN is developing products that enable electrification and simplify the adoption of clean energy including solar, batteries, and electric vehicles. After a few years of pursuing a Ph.D. at Stanford, Arch decided to drop out and work on technologies that would have a non-linear impact on our efforts towards affecting climate change. Arch has spent over a decade working in clean energy. Previously, Arch was the Head of Products for the Tesla Energy business where he helped develop and launch flagship products like the Powerwall, Powerpack, and Solar Roof. He also led the Global Application Engineering team responsible for the development of largescale solar & storage projects. In 2018, he left Tesla to found SPAN. Prior to Tesla, Arch was a Co-Founder at Verdigris Technologies, an energy monitoring & analytics company developing solutions for the commercial & industrial sector. Early in his career, as a Founding Engineer at Joby Energy he developed novel, airborne wind energy systems. Arch earned his Masters in Mechanical Engineering from Stanford University, where he worked on doctoral research on Energy Systems before starting his entrepreneurial path.



Dr. Mark Berry

SVP, Research, Environment & Sustainability, Southern Company

Dr. Mark S. Berry, P.E., is senior vice president of research, environment and sustainability for Southern Company Services. He oversees all environmental compliance strategies, stakeholder engagement, environmental stewardship and support for the Southern Company system. Berry also directs Southern Company's research and development (R&D) organization, guiding the advancement of technologies that provide clean, safe, reliable and affordable energy for customers in a net-zero future. Berry previously served as vice president of Southern Company Services R&D, as well as vice president of environmental and natural resources for Georgia Power. Berry's other roles have included director in the generation sector at EPRI and director of energy and environment at Southern Research. He was also manager of environmental assessment for Southern Company's research and environmental affairs organization, where he led regulatory response to federal rulemaking and the environmental science research program. Prior to joining Southern Company, Berry attained the commissioned rank of lieutenant commander in the United States Navy. Berry holds a bachelor's degree in mathematics from Alabama A&M University and a bachelor's and master's degree in mechanical engineering and Ph.D. in interdisciplinary engineering from the University of Alabama at Birmingham (UAB). He also earned a master's degree in public and private management from Birmingham-Southern College. He is an alumni member of Leadership Atlanta and holds a chief technology officer certificate from the Wharton School at the University of Pennsylvania . Berry is chair of the EPRI Research Advisory Council and advisory board member of the UAB School of Engineering, where he teaches thermodynamics as an adjunct professor. He is a member of 100 Black Men of Atlanta and a lifetime member of Alpha Phi Alpha Fraternity Inc. He established endowed scholarships at UAB and Alabama A&M University for minority students pursuing a degree in engineering in the name of his grandfathers.