

Thought Leaders Speak Out 2024

ENGAGING CUSTOMERS WITH TECHNOLOGY

Agenda and Speaker Bios

A Fireside Chat with Puget Sound Energy and Uplight Customer-Driven Approach to Scaling Virtual Power Plants

March 28, 2024 12:30 – 1:30 pm ET

Agenda

Opening Remarks	Adam Cooper, Executive Director, IEI
Moderator	Mary Kipp, President and CEO, Puget Sound Energy
Discussants	Aaron August, SVP, Chief Customer and Transformation Officer Puget Sound Energy Gisela Glandt, VP, Virtual Power Plants, Uplight

This dialogue is a by-invitation event for electric company executives with customer responsibilities and features a conversation with Puget Sound Energy and Uplight 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 March 28 dialogue will focus on:

- How PSE is partnering with Uplight to achieve 100 MW VPP by 2025 to support a clean, more resilient, and cost-effective grid.
- Maximizing the value of a multi-DER portfolio through energy orchestration and seamless customer experience.
- Creating win-win opportunities to drive customer participation in demand flexible programs.



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.



Aaron August

Senior Vice President, Chief Customer and Transformation Officer, Puget Sound Energy

Aaron is responsible for overseeing our Customer Energy Management, Business Services, New Product Development, and Customer Solutions teams. Prior to joining PSE in July 2023, Aaron served as vice president of Utility Partnerships and Innovation at Pacific Gas & Electric (PG&E). He was responsible for non-traditional utility partnerships, research and development, solutions management, load management, clean energy transportation and business development. Prior to that, he was responsible for the strategy, design, implementation, and effectiveness of PG&E's energy programs including energy efficiency, demand response, distributed generation, low income and clean transportation. He also had oversight over PG&E's account management team for small, mid-market, and large commercial business, and agriculture accounts, as well as business development and local customer experience programs, including wildfire customer engagement for Customer Care. Under his leadership at PG&E, his teams earned national recognition, including the Edison Electric Institute's (EEI) National Key Accounts Team of the Year award, the MSI Business Customer Champion award, and the Chartwell Gold Customer Service Awards for small and mid-size business experience delivery. Aaron earned his Bachelor of Science degree in Business Administration from California State University, East Bay, and is a graduate of the Energy Executive Course at the University of Idaho and the Organizational Leadership Executive Program at Stanford University School of Business.



Gisela Glandt

Vice President, Virtual Power Plants, Uplight

Gisela leads our Virtual Power Plant business and oversees the growth and health of Autogrid's Distributed Energy Partner ecosystem. With a career spanning over 15 years in the energy industry, she brings a wealth of expertise and a proven track record of excellence. Prior to joining, Gisela led Nest's Smart Home and Energy Partnerships at Google, with a focus on formulating and executing growth strategies for cutting-edge products and cultivating strategic partnerships. Prior to Google, Gisela held various positions in business development and marketing leadership at Bloom Energy and Constellation Energy. She holds a BA from The University of Pennsylvania and an MBA from the Wharton School of Finance.