

Thought Leaders Speak Out 2021

ENGAGING CUSTOMERS WITH TECHNOLOGY

Agenda and Speaker Bios

Fireside Chat with AES and Uplight

Offering Customers Personalized, Subscription Energy Bundles – AES Plus Subscription Model

December 7, 2021, 1:00 – 2:00 pm EST

Agenda

Opening Remarks	Lisa Wood, Executive Director, IEI, and VP, Customer Solutions, EEI
Moderator	Bob Rowe, CEO, NorthWestern Energy
Discussants	Annmarie Reynolds, VP and CCO, The AES Corporation Adrian Tuck, CEO, Uplight
Closing Remarks	Lon Huber, VP, Rate Design and Strategic Planning, Duke Energy

This dialogue is a by-invitation event for electric company executives with customer responsibilities and features a fireside chat with AES and Uplight followed by discussion with all participants. The goal of these dialogues is to share approaches, lessons learned, results, and the key roles that technology and data analytics play in customer engagement. The dialogue will focus on:

- Offering customers a one-step sign-up for a flat, monthly bill that includes green energy, energy efficiency, and energy optimization via smart thermostats.
- Using data science to offer customers personalized energy subscriptions at the right time via the Plus App.
- What's next on the horizon?



The Edison Foundation

INSTITUTE for
ELECTRIC INNOVATION

Speakers



Lisa Wood

Executive Director, Institute for Electric Innovation, VP, Customer Solutions, EEI

As Executive Director of the Institute for Electric Innovation (IEI), Lisa collaborates with a Management Committee of electric company CEOs and provides thought leadership on current issues, trends, and innovation in the electric power industry. As Vice President of Customer Solutions, she oversees EEI's initiatives in corporate customer sustainability solutions, military customer solutions, residential customer services and solutions, and electric transportation. Wood was formerly an Adjunct Professor at Johns Hopkins University School of Advanced International Studies, an Adjunct Professor at Georgetown University's School of Foreign Service, and a Nonresident Senior Fellow in the Energy Security and Climate Initiative at The Brookings Institution.



Bob Rowe

CEO, NorthWestern Energy and Co-Chair, Institute for Electric Innovation

Bob has been CEO of NorthWestern since August 2008. He is Co-Chair of the Institute for Electric Innovation and a member of the EEI Board of Directors Executive Committee. Bob's focus is working with other employees to build a strong company, focused on providing essential infrastructure and service that will be a long-term partner to the customers and communities they serve. He holds a BA from Lewis and Clark College in Portland, Oregon, a JD from the University of Oregon, completed the Kennedy School Senior Executives' Program, and has been active in various professional organizations.



Annmarie Reynolds

VP and CCO, The AES Corporation

Annmarie Reynolds is Vice President and Chief Customer Officer of The AES Corporation. She is passionate about customer's clean energy objectives and finding ways to accelerate delivering new outcomes, data driven decision making and technology for the evolving energy markets. During her career, Annmarie has established a reputation as a forward leaning, strategic thinker with the ability to design and operationalize business strategies. Her energy career began in plant operations & capital planning, and advanced to opening wholesale energy and emissions markets as a trader and risk manager. Annmarie has served as Chief Risk Officer, Chief Commercial Officer – US & Eurasia and in 2019 moved to her current role to drive a customer-centric transformation. She is a graduate of Rutgers University with a Bachelor of Science in Mechanical Engineering.



Adrian Tuck

CEO, Uplight

Adrian Tuck is the Chief Executive Officer of Uplight. In his previous role as CEO of Tendril, Adrian drove the company to become an industry leader in utility customer analytics software. He took cutting edge approaches to data analytics, digital engagement, and demand management—resulting in solutions that have transformed how customers think about and use energy. Adrian has been an entrepreneur for more than 20 years. Prior to joining Tendril, Adrian served as both interim CEO and Executive Vice President of Ember Corporation, a leading semiconductor provider to the smart grid. Adrian attended The Royal Military Academy Sandhurst and has received numerous industry accolades including the prestigious honor of being named a World Economic Forum Technology Pioneer. He lives in Colorado with his wife and two teenage children.



Lon Huber

VP, Rate Design and Strategic Solutions, Duke Energy

Lon Huber is Vice President of rate design and strategic solutions for all Duke Energy's regulated electric utilities. In this role, Huber oversees the development and implementation of innovative structuring & pricing, customer load analytics, and strategic solutions in Duke's Regulatory Center of Excellence. Previously, Huber led Navigant's North American retail regulatory offering and has worked in various positions in the public and private sectors ranging from economic development and solar energy finance to consumer advocacy on electricity related matters for Arizona's executive branch. Huber has received numerous awards for his creative solutions to the electricity industry's most pressing issues, including two awards from Public Utilities Fortnightly, the top honor from the Energy Storage Association as well as Utility Dive's Innovator of the Year award.