

Thought Leaders Speak Out 2021

ENGAGING CUSTOMERS WITH TECHNOLOGY

Agenda and Speaker Bios

Fireside Chat with Oracle and PG&E

Leveraging Digital Communications and Online Tools to Support Transitioning Customers to New Rates

May 4, 2021, 1:00 – 2:00 pm EDT

Agenda

Opening Remarks	Lisa Grow, President & CEO, IDACORP, Inc. and Idaho Power
Moderator	Lisa Wood, Executive Director, Institute for Electric Innovation
Discussants	Laurie Giammona, SVP, Customer Care, PG&E Vanessa Richter, RVP, Opower, Oracle Utilities
Closing Remarks	Brett Carter, EVP & Chief Customer and Innovation Officer, Xcel Energy

This dialogue with Oracle and PG&E will focus on technology and online tools to improve the customer experience when transitioning onto PG&E's new time of use rate plans and customer engagement in general, including:

- Increasing customer awareness, driving customers to PG&E's website, and engaging customers to take action.
- Coaching customers digitally to evaluate PG&E's time-of-use rate options and encouraging them to take action.
- Tactics for successfully increasing customer savings via online home energy audits.
- What's next on the horizon?



Speakers



Lisa Grow

President and CEO, IDACORP, Inc. and Idaho Power

Lisa Grow is President and CEO of IDACORP, Inc. and Idaho Power and serves on its board of directors. Before being named President and CEO in June 2020, Grow was Idaho Power's Senior VP and Chief Operating Officer. Grow began her career at Idaho Power in 1987 and held many engineering positions before moving into management. Grow has also served as Senior VP of Operations and, prior to that, Senior VP of Power Supply. Grow graduated from the University of Idaho with a Bachelor of Science degree in electrical engineering. She earned her MBA from Boise State University.



Lisa Wood

Executive Director, Institute for Electric Innovation

Vice President, Customer Solutions, Edison Electric Institute

As Executive Director of 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 electric transportation, corporate customer sustainability solutions, and other customer solutions. Lisa holds a Ph.D. in Public Policy and Management from the University of Pennsylvania, and M.A. from the University of Pennsylvania, and a B.A. from Rutgers College.



Laurie Giammona

Senior Vice President, Customer Care, PG&E

Laurie M. Giammona is Senior Vice President of Customer Care at Pacific Gas and Electric Company (PG&E). She leads all aspects of PG&E's Customer Care organization, customer privacy and security. In this capacity, Giammona oversees service to 16 million people throughout Northern and Central California and manages seven million square feet of facilities supporting more than 20,000 employees. She oversees billing, metering, revenue, customer channels including call centers, local offices, and digital, account services, low-income offerings, customer programs including energy efficiency, solar, electric vehicle and demand response portfolios. In addition, she oversees the new revenue development portfolio, employee and customer privacy and physical security. She is dedicated to the voice of the customer, improving service and the customer experience, and supporting PG&E's workforce across Northern and Central California.



Vanessa Richter

Regional Vice President, Opower, Oracle Utilities

Vanessa Richter is a Regional Vice President with Oracle Utilities Opower. She works with utility teams across Western North America to drive customer engagement initiatives, including energy efficiency, rates engagement, peak management, and digital self-service. Focused on the utility customer space for over a decade, she is passionate about advancing the role of the customer in the clean energy future.



Brett Carter

Executive Vice President & Chief Customer and Innovation Officer, Xcel Energy

Brett C. Carter is executive vice president and Chief Customer and Innovation Officer at Xcel Energy. Carter oversees a broad division driving customer engagement and organizational innovation, leading teams focused on customer products and solutions, customer service, information technology, cyber and physical security, brand strategy and innovation and transformation efforts. With a vision to match transformative technology with frictionless experiences, Carter is reimagining how the Company evolves customer relationships. He currently serves on the board of directors for the Edison Foundation's Institute for Electric Innovation and previously held leadership roles in operations, marketing, and technology at several major utilities, including Duke Energy, UtiliCorp/Aquila, and Dominion.