

# Thought Leaders Speak Out 2021

ENGAGING CUSTOMERS WITH TECHNOLOGY

## Agenda and Speaker Bios

### Fireside Chat with Georgia Power and Sensus

#### Applying Smart Meter Data to Enhance the Customer Billing & Payment Experience - Georgia Power's Flexible Rate Options

August 4, 2021, 1:00 – 2:00 pm EDT

#### Agenda

- Opening Remarks Lisa Wood, Executive Director, Institute for Electric Innovation
- Moderator Bob Rowe, CEO, NorthWestern Energy
- Discussants Kevin Kastner, VP, Customer Services, Georgia Power  
Mark Newton, VP, North America Electric, Sensus
- Closing Remarks Jessica Cain, VP, Customer Operations, Eversource

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

- Empowering customers with flexibility to choose from 7 rate options to minimize their bills.
- Preventing bill surprises with Georgia Power's My Power Usage program.
- Combining the control of PrePay and the certainty of a fixed daily price with "Pay by Day."
- What's next on the horizon?



## Speakers



**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 for EEI, she oversees electric transportation, corporate customer sustainability, customer service, and other customer issues. Lisa holds a Ph.D. in Public Policy and Management from the University of Pennsylvania, an M.A. from the University of Pennsylvania, and a B.A. from Rutgers College.



**Bob Rowe**

**CEO, NorthWestern Energy**

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.



**Kevin Kastner**

**VP, Customer Services, Georgia Power**

Kevin Kastner serves as Vice President of Georgia Power Customer Services. He is responsible for enhancing and improving Georgia Power's customer experiences across all channels. He also oversees various related departments and functions such as Customer Satisfaction, the company's Customer Care Center, and Customer Operations and Field Services, among others for the entire state. A native of Georgia, he earned an MBA of marketing strategy and decision sciences from Emory's Goizueta School of Business and a bachelor's degree in Mechanical Engineering and minor in Industrial Psychology from Georgia Tech.



**Mark Newton**

**VP, North America Electric, Sensus**

Mark Newton is Vice President of North America Electric, Sensus North America and has 22 years utility industry experience across the electric, water and gas industry. Before joining Sensus ten years ago, he held leadership positions with Elster, ABB and Mueller. Mark holds a Bachelor of Science degree in Finance and a Masters in Business Administration from Bradley University.



**Jessica Cain**

**VP, Customer Operations, Eversource**

Jessica Brahaney Cain is Vice President-Customer Operations for Eversource Energy. In this role, she is responsible for ~1000 employees across the Contact Centers, Billing, Payment, Meter Reading and Collections areas. Jessica started her career in IT in energy customer information systems at Accenture, The Structure Group and NSTAR Electric & Gas Co. and then moved into the business in 2007 across several leadership roles in the customer experience at Eversource.