



**Quadrennial Energy Review
Second Installment
Electricity: Generation to End-Use
Stakeholder Meeting #5: Austin, TX
May 9, 2016**

**University of Texas
Peter O'Donnell, Jr. Applied Computational Engineering and Sciences Building
Avaya Auditorium (POB 2.302)
201 E. 24th Street**

Host and Panelist Bios



Dr. Ernest Moniz, United States Secretary of Energy

As United States Secretary of Energy, Dr. Ernest Moniz is tasked with implementing critical Department of Energy missions in support of President Obama's goals of growing the economy, enhancing security and protecting the environment. This encompasses advancing the President's all-of-the-above energy strategy, maintaining the nuclear deterrent and reducing the nuclear danger, promoting American leadership in science and clean energy technology innovation, cleaning up the legacy of the cold war, and strengthening management and performance.

Prior to his appointment, Dr. Moniz was the Cecil and Ida Green Professor of Physics and Engineering Systems at the Massachusetts Institute of Technology (MIT), where he was a faculty member since 1973. At MIT, he headed the Department of Physics and the Bates Linear Accelerator Center. Most recently, Dr. Moniz served as the founding Director of the MIT Energy Initiative and as Director of the MIT Laboratory for Energy and the Environment where he was a leader of multidisciplinary technology and policy studies on the future of nuclear power, coal, nuclear fuel cycles, natural gas and solar energy in a low-carbon world.

From 1997 until January 2001, Dr. Moniz served as Under Secretary of the Department of Energy. He was responsible for overseeing the Department's science and energy programs, leading a comprehensive review of nuclear weapons stockpile stewardship, and serving as the Secretary's special negotiator for the disposition of Russian nuclear materials. From 1995 to 1997, he served as Associate Director for Science in the Office of Science and Technology Policy in the Executive Office of the President.

In addition to his work at MIT, the White House and the Department of Energy, Dr. Moniz has served on a number of boards of directors and commissions involving science, energy and security. These include President Obama's Council of Advisors on Science and Technology, the Department of Defense Threat Reduction Advisory Committee, and the Blue Ribbon Commission on America's Nuclear Future. A member of the Council on Foreign Relations, Dr. Moniz is a Fellow of the American Association for the Advancement of Science, the American Academy of Arts and Sciences, the Humboldt Foundation, and the American Physical Society.

Dr. Moniz received a Bachelor of Science degree summa cum laude in Physics from Boston College, a Doctorate in Theoretical Physics from Stanford University, and honorary degrees from the University of Athens, the University of Erlangen-Nuremberg, Michigan State University, and Universidad Pontificia de Comillas.



Lillian Salerno, Deputy Under Secretary for Rural Development

Lillian Salerno was appointed by President Obama as Deputy Under Secretary for Rural Development in the U.S. Department of Agriculture (USDA). As Deputy Under Secretary for the Rural Development Mission Area, she oversees the development of strategies and policy initiatives. A former entrepreneur, business owner, and small town lawyer, she understands the unique challenges facing our food systems, the bioeconomy, and capital investments that are critical in supporting and strengthening America's rural communities.

Previously serving as Administrator of Rural Business-Cooperative Service (RBS), Ms. Salerno oversaw numerous business development programs that obligated over \$11 billion in grants and guaranteed loans over the last six years and a multitude of programs that spur economic development and job growth throughout rural America. Her focus has been on strengthening economic development capacity in rural communities including initiatives for job creation, increased access to capital, regional collaboration, and energy efficiency. Salerno further promotes Secretary Vilsack's vision for strengthening the bioeconomy and supporting local and regional foods. During her tenure at USDA, Salerno has helped champion Tribal lending, public-private partnerships, increasing access to capital for rural communities, in addition to participating in The White House Business Council. Deputy Under Secretary Salerno continues to play a crucial role in support of several USDA nation-wide initiatives including: Investing in Manufacturing Communities Partnership (IMCP), Made in Rural America, Rural Opportunity Investment Initiative, Advanced Manufacturing, and Small Business Credit Initiatives.

Prior to her service in the federal government, Ms. Salerno successfully founded an advanced manufacturing company which started with a Small Business Innovation Grant making her a fierce advocate for entrepreneurs and small businesses. Ms. Salerno has an extensive work history in the private sector, both in the U.S. and abroad. As the Executive Director for the Safe Healthcare International Institute, she encouraged policy makers, federal agencies, and the Executive Branch to formulate solutions for the protection of healthcare workers across the globe. As a rural business champion, Salerno continues to use her business expertise and political platform to engage stakeholders, advocate for underrepresented groups, and improve regional collaboration.

Ms. Salerno grew up in rural Texas, where her manufacturing business continues to thrive and support the local economy. Deputy Under Secretary Salerno attained a B.A. in Latin American Studies at the University of Texas, a Master's Degree in Sociology from the University of North Texas, and a J.D. from Southern Methodist University in Dallas, Texas.



Steve Adler, Mayor of Austin, Texas

Steve Adler was elected Austin's 52nd Mayor in December 2014, and looks forward to doing big things to improve the quality of life for everyone in Austin. As the Mayor of this historic first new 10-1 Council, Mayor Adler plans to lead Austin's government to a new level of inclusive civic engagement between residents and their elected officials.

Mayor Adler, along with his brother, were the first in their family to graduate from college. After completing his undergraduate studies at Princeton, Mayor Adler moved to Austin to work his way through law school at The University of Texas. Like many others, he fell in love with Austin and has made it his home for nearly four decades.

Mayor Adler practiced civil rights law for many years, and later founded a successful eminent domain law practice representing landowners. Mayor Adler also served nearly ten years as Chief of Staff and General Counsel for Texas State Senator Eliot Shapleigh, working primarily on school finance, equity and access issues.

Mayor Adler has been deeply involved with, and has chaired, many Austin civic and non-profit institutions over the past twenty years.

Together with his wife, Diane Land, Mayor Adler is the proud parent of three wonderful daughters.



Daniel Jaffe, Vice President for Research, University of Texas at Austin

Daniel Jaffe is the Vice President for Research and Jane and Roland Blumberg Professor in the Department of Astronomy at The University of Texas at Austin. Prof. Jaffe received his BA and PhD from Harvard University and held positions as an Enrico Fermi Fellow at the University of Chicago and an Assistant Research Scientist at UC Berkeley before joining the UT faculty in 1986. Jaffe's research encompasses device development, instrumentation, and observations geared toward understanding how stars and planetary systems form and evolve. His group constructs silicon diffractive optics using precision lithography and currently has devices on instruments for NASA's SOFIA airborne observatory and James Webb Space Telescope (the successor to Hubble), as well as several ground-based instruments. His team's IGRINS spectrograph operates at McDonald Observatory and the team is now designing an instrument for the Giant Magellan Telescope. Prof. Jaffe's astronomical research employs high resolution infrared spectroscopy to look at the properties of protostars and of the disks around them that are forming planets. Prof. Jaffe has been awarded Harvard's Bart J. Bok prize, a Humboldt Fellowship, and a David and Lucile Packard Foundation Fellowship. He was Chair of UT's Astronomy Department from 2011 to 2015.



Christopher Kelley, PMP, Vice President, Energy Solutions Division, Energetics, Inc., and QER Public Meeting Moderator

Chris Kelley has nearly twenty years of experience in the energy and technologies industries. As an experienced program management consultant and FORTUNE 200 corporate director, his background includes developing and improving utility, technology and energy strategy and execution-oriented program management offices. He has facilitated effective collaborations of disparate groups focused on critical national challenges, industry-wide opportunities, and organizational strategy. His experience includes a history of increasing effectiveness of project management throughout organizations – pushing efficiency and creating higher visibility into the project work that results in execution on strategy.

In addition to facilitating public meetings related to the Department of Energy's (DOE's) Quadrennial Energy Review, including moderating discussions on energy transportation, transmission, and storage, including a focus on electricity, Mr. Kelley has provided program and project guidance for DOE's ~\$8 billion, 99-project Smart Grid Investment Grant (SGIG), strategic and technology consulting for DOE's geothermal technology program, and similar services for the National Institute of Standards and Technology (NIST) and the American Society of Mechanical Engineers. Mr. Kelley has also engaged in program and project management activities for large utility, government, and non-governmental organizations' energy, organizational development, and technology projects, and has provided strategy development and implementation for FORTUNE 200 corporate services organizations.

Mr. Kelley has been with Energetics since 2009, when he joined the company from Constellation Energy, where he was Director of that company's IT and Supply Chain Project Management Office. He had been with Constellation Energy, and its regulated utility subsidiary Baltimore Gas & Electric (BG&E), since 2000. Prior to joining BG&E, Mr. Kelley worked on Y2K compliance issues for utilities for the Maxim Group.

Mr. Kelley earned his Bachelor's degree, *Magna cum laude*, in Information Systems, from the University of Maryland Baltimore County, and his MBA, in Global Strategy and Management, from the University of Maryland, Robert H. Smith School of Business. During his MBA studies, Mr. Kelley did graduate-level coursework and onsite consulting in developing nations, including business strategy for multinational and regional companies in Delhi, Bangalore, and Mumbai, India. He received his certificate as a Project Management Professional (PMP) from the Project Management Institute (PMI) in 2005. Since 2013, Mr. Kelley have been a member of the Maryland Clean Energy Center Advisory Council. Mr. Kelley became an Eagle Scout in 1990.

Panel 1: Bulk Power Generation and Transmission: How Can We Plan, Build, and Operate the Appropriate Amount for Future Needs?



Cheryl Mele, Senior Vice President and Chief Operating Officer, Electric Reliability Council of Texas (ERCOT)

Cheryl Mele became ERCOT's senior vice president and chief operating officer (COO) in January 2016. She oversees Grid Operations and Planning, Commercial Operations, and Governance, Risk and Compliance.

Prior to joining ERCOT, Ms. Mele served as deputy general manager and COO for Austin Energy, where she led its power operations, compliance and planning activities.

Ms. Mele brings 30 years of experience in the power industry to ERCOT. Her management and executive roles included both power generation and energy delivery before becoming COO at Austin Energy. Ms. Mele worked for General Electric as both an engineer and system programmer before joining Austin Energy in 1991.

A registered professional engineer in Texas, Ms. Mele has a bachelor's degree in mechanical engineering from Union College in Schenectady, New York, and completed The Utility Executive Course at the University of Idaho.

While at Austin Energy, Ms. Mele served on the boards of the South Texas Nuclear Operating Company, the Texas Public Power Association and the RMEL, an electric industry education and networking trade group. She continues to serve as a board member and chair of the Austin Science Education Foundation, where she has been committed to preparing the next generation of scientists and engineers.



Cris Eugster, Group Executive Vice President and Chief Generation & Strategy Officer, CPS Energy

Cris Eugster is responsible for the overall operations, dispatch and evolution of CPS Energy's generation capabilities, which includes approximately 6,500 megawatts (MW) of traditional power plants (natural gas, nuclear, and coal) and more than 1,200 MW of renewables (wind, solar, and landfill gas). He also is responsible for corporate strategy including integration of new technologies and development of new products and services.

Mr. Eugster was formerly a Partner with McKinsey and Company. He has a Bachelor of Science from Texas A&M University, and a Master of Science and doctorate from MIT -- all in Electrical Engineering.



Mark W. Schwartz, President and CEO, Golden Spread Electric Cooperative,

Mr. Schwartz joined Golden Spread in December 2008 as the President and CEO and has 31 years of electric utility experience. Before Golden Spread, Mr. Schwartz was the Chief Executive Officer, General Manager of Trico Electric Cooperative, Inc. of Marana, Arizona, and a Member of the Board of Directors of Southwest Transmission Electric Cooperative, Inc. in Benson, Arizona.

Previously, Mr. Schwartz served as Senior Vice-President and Chief Operating Officer of Arizona Electric Power Cooperative, Inc., Benson, Arizona, and as President of Consumers United for Rail Equity, the Western Coal Traffic League, and Western Energy Supply and Transmission Associates.

Mr. Schwartz has also testified numerous times on fuel and other utility issues before Federal and State regulatory bodies as well as Congress. He has extensive experience in power supply planning, environmental permitting and electric utility operations and management and is the author of several environmental publications.

Mr. Schwartz holds a Bachelor of Science in Meteorology from Texas A&M University and was a Commissioned Officer in the United States Naval Reserve.



Franklin Maduzia, Jr., Association Commercial Director - Energy, The Dow Chemical Company

Franklin Maduzia has worked for The Dow Chemical Company since 1995. In 2010, he joined the Energy Business as Commercial Manager responsible for Dow's commercial and regulatory activities in Texas and Louisiana wholesale power markets. He also represents Dow on FERC and NERC topics such as the updated NERC Bulk Electric System definition. He is a voting member on the ERCOT Wholesale Market Subcommittee, an Electricity Consumers Resource Council ("ELCON") board member, and Chairman of Texas Industrial Energy Consumers ("TIEC") group. He recently negotiated two wind power purchase agreements for Dow in Texas.

Mr. Maduzia earned a Bachelor of Science degree in Electrical Engineering Technology and a Master of Business Administration degree from Texas A&M University.



Dr. Michael Webber, Deputy Director of the Energy Institute, Co-Director of the Clean Energy Incubator, Josey Centennial Fellow in Energy Resources, and Professor of Mechanical Engineering, The University of Texas at Austin

As Deputy Director of the Energy Institute, Co-Director of the Clean Energy Incubator, Josey Centennial Fellow in Energy Resources, Author, and Professor of Mechanical Engineering, Dr. Michael E. Webber trains the next generation of energy leaders at the University of Texas at Austin and beyond through research and education at the convergence of engineering, policy, and commercialization. His recent book, "Thirst for Power: Energy, Water and Human Survival", which addresses the connection between earth's most valuable resources and offers a hopeful approach toward a sustainable future, is receiving wide praise. His television special Energy at the Movies was in national syndication on PBS stations 2013-2015, and a suite of energy literacy tools titled Energy 101, including videos, online courses, and an interactive ebook, is available globally. He was selected as a Fellow of ASME, has authored more than 300 publications, holds 4 patents, and serves on the advisory board for Scientific American.

Dr. Webber holds a B.S. and B.A. from UT Austin, and M.S. and Ph.D. in Mechanical Engineering from Stanford. He was honored as an American Fellow of the German Marshall Fund, an AT&T Industrial Ecology Fellow, and on four separate occasions by the University of Texas for exceptional teaching.

Panel 2: Electricity Distribution and End Use: How Do We Manage Challenges and Opportunities?



Mark Carpenter, Senior Vice President of Transmission & Distribution Operations, Oncor

Mark Carpenter is Senior Vice President of Transmission & Distribution Operations at Oncor. Over his 41 year career, Mr. Carpenter has held various field management and engineering management positions in transmission and distribution. Previous assignments also include Vice President-Chief Information Officer and Vice President-Chief Technology Officer. He is responsible for the development and implementation of the Advanced Metering System, its integration with the Outage Management System, and the associated analytics.

Mr. Carpenter earned a bachelor’s degree in electrical engineering at Texas Tech and is active in professional activities. He is a member of the IEEE Power System Relaying Committee and the Texas Society of Professional Engineers, and is a registered Professional Engineer in the State of Texas. He recently served on ERCOT’s board of directors. He is active in his church and is married with five kids, four daughter-in-laws, and five and one half grandkids.



Phil Williams, General Manager, Denton Municipal Electric (DME)

Phil Williams is the General Manager of Denton Municipal Electric (DME). He has more than 39 years of varied experience working in the electric utility business including working for municipal, cooperative, and investor owned utilities.

Mr. Williams was employed by TXU companies for twenty-six years working in various finance, accounting, and operational capacities. In 2003, he began working for Bryan Texas Utilities (BTU), and was the utility’s Chief Financial Officer with responsibilities for all finance, accounting, procurement, and warehouse functions.

He has also served as Chief Financial Officer of Trinity Valley Electric Cooperative located in Kaufman, Texas. His responsibilities included finance, accounting, customer billing, collections, and meter reading.

In November 2006, he began working for DME as the Finance and Accounting Manager and was promoted to General Manager in December 2007. During his tenure, DME has been recognized by the American Public Power Association (APPA) receiving the Reliable Public Power Provider (RP3) and by the Texas Public Power Association (TPPA) receiving the Association’s System Achievement Award in 2009. Denton achieved the status of having more wind energy per capita than any city in the United States in 2009. Because of DME’s commitment to renewable energy, the utility received the Department of Energy’s 2011 Wind Power Award, which recognizes public power utilities for leadership in promoting wind energy development. In the last six years, DME has reduced the number of electric outages on its system by 60 percent. Mr. Williams has also represented DME and other municipally owned utilities through his testimony before the Texas House of Representatives Joint Committee on Energy Resources and State Affairs on the topics of energy conservation programs and renewable energy initiatives.

Mr. Williams is a Certified Public Accountant and has a B.B.A. in Accounting from the University of Texas at Arlington. He is the Immediate Past President of the Texas Public Power Association Board. He also serves on the

Board of the Electric Reliability Council of Texas (ERCOT) and the American Public Power Association. He is a member of the Texas Society of Certified Public Accountants and the American Institute of Certified Public Accountants.

Phil married Sonya Archer in 1973, and has two daughters, Crystal, who married Brian MacDonald and resides in Berkley, California with their son Colin, and Audra, who married Jon Valamides and resides in Arlington, Texas with their sons, Cole and Jake.



John Hewa, Chief Executive Officer, Pedernales Electric Cooperative

Chief Executive Officer John D. Hewa joined PEC in July 2013, bringing his technical knowledge, leadership experience and a spirit of innovation and enthusiasm to the top executive management position at the Cooperative.

Mr. Hewa, a licensed professional engineer and national speaker, came to PEC from the National Rural Electric Cooperative Association (NRECA) in Arlington, Virginia, where he served as vice president of research, engineering and technical services. While at NRECA, which is a national service organization for more than 900 electric cooperatives, Mr. Hewa oversaw the association’s technical interests and its energy and power division, addressing cooperatives’ interests in power and fuel supply, emerging market issues, reliability and renewable, efficient energy.

Prior to working for the NRECA, he served as general manager at Talquin Electric Cooperative in Florida, director of utilities for the City of Manassas, Virginia, and as director of engineering for Bristol Tennessee Electric System. He has also served on numerous boards and committees for cooperatives and public power organizations, including the Florida Electric Cooperative Association, the American Public Power Association and Seminole Electric Cooperative.

Mr. Hewa earned a Bachelor of Science in Electrical Engineering and a Master of Science in Engineering Management from the University of Tennessee in Knoxville. He and his wife, Laura, have three daughters.



Jennifer Smith, Executive Director, Congregation Beth Israel

Jennifer Smith is the Executive Director of Congregation Beth Israel in Austin. In her nine years as Executive Director, Ms. Smith has spent a significant time on facility and energy issues within the congregation. In 2014, Congregation Beth Israel put solar panels on their Shirley Barish Learning Center building to try to reduce energy bills. In 2016, Congregation Beth Israel was the first organization in Texas to be a recipient of PACE (Property-Assessed Clean Energy) financing, which enabled the congregation to put more energy efficient HVAC equipment in place.

Ms. Smith received her undergraduate degree in Political Science and Behavioral Science at Drew University in New Jersey in 1994. Following graduation, she attended law school at University of the Pacific - McGeorge School of Law in Sacramento. Ms. Smith participated in the inaugural year of the Certificate of Governmental Affairs program at McGeorge. Through this program, she was able to participate in different opportunities in the governmental sector, including interning for the California Federation of Teachers. Following graduation, Ms. Smith worked in the California Legislature for two years from 1997-1999, specifically for the Joint Legislative Audit Committee. Issues before the committee ranged from governmental agency budgets to environmental issues.

In 1999, Ms. Smith moved back to her hometown of Atlanta and transitioned from government into the nonprofit sector. She obtained her Masters of Public Administration in Non-Profit Management from Kennesaw State

University in Georgia in 2003. From 1999-2006, Ms. Smith was the Program Director in the Sports, Camps & Fitness Department at the Marcus Jewish Community Center of Atlanta overseeing a \$1.4 million budget, creating and marketing new programming and working on strategic planning. In 2006, Ms. Smith moved from Atlanta to Austin and began working at Congregation Beth Israel shortly thereafter.



Michelle Foss, Chief Energy Economist, University of Texas at Austin

Dr. Foss has nearly 40 years of experience and advises U.S. and international energy companies, publishes and speaks widely, and provides public commentary and testimony. Her expertise includes global oil and gas, LNG, gas-power, coal and non-fuel minerals, energy scenarios and outlooks. Dr. Foss develops and leads U.S. and international, corporate and government funded research. Her highlights include industry sponsored research on North American oil and gas/LNG and global gas/LNG, USAID/U.S. Department of State technical assistance (Central Asia, South Asia, West Africa, Angola, Uganda, Mexico), U.S. Department of Energy (oil markets, U.S.-China Oil and Gas Industry Forum, Iraq oil and gas), World Bank (NOCs), and other research and exchanges (Japan, Trinidad & Tobago, UAE, Europe).

Dr. Foss serves as executive instructor of UT McCombs School of Business corporate energy programs (CNOOC, Sinopec, Petrobras), is a co-developer of UT-ExxonMobil global upstream commercial overview program (Houston and worldwide) and co-recipient of ExxonMobil Teaching Excellence award 2013. Her memberships include the International/U.S. Association for Energy Economics (IAEE president 2003, USAEE president 2001), the Association of International Petroleum Negotiators (past board member), and the Society of Petroleum Engineers. Her recognitions include the Women’s Energy Network Woman of the Month (August 2015), Senior Fellow, U.S. Association for Energy Economics (2006), Key Women in Energy-Americas (2003), and Scientific Council’s 50th Anniversary of ENI Commemorative Encyclopedia of Hydrocarbons (2003). Dr. Foss has served on various boards (disclosures) including the U.S. Chamber of Commerce-Energy Institute Advisory Board, *Oil & Gas Journal* Economic Advisory Board, Haddington Ventures LLC Advisory Board, CENTRA Technology Board of Experts, and the Energy Intelligence Group Advisory Board. She has previously worked at The University of Texas at Austin (2005), the University of Houston (1991), Simmons & Company International (1990), the Rice Center (1986), and Impact Environmental Scientists & Engineers (1979).

Dr. Foss earned a Bachelor of Science from the University of Louisiana-Lafayette, a Masters from the Colorado School of Mines (MS), and her Ph. D. from the University of Houston.



Tonya Baer, Public Counsel, Texas Office of Public Utility Counsel

Tonya Baer was first appointed Public Counsel for the Office of Public Utility Counsel (OPUC) on October 10, 2013. She was reappointed by Governor Abbott on February 4, 2015 and was subsequently confirmed by the Texas Senate for a term to expire February 1, 2017.

The Public Counsel is appointed by the Governor, with the advice and consent of the Senate, and acts independently of the Public Utility Commission of Texas. OPUC provides professional representation to residential and small commercial utility consumers to ensure affordable and reliable utility services in the state of Texas. As the Public Counsel, she serves *ex officio* on the boards of the Electric Reliability Council of Texas (ERCOT) and the Texas Reliability Entity. She also serves as the Vice Chair for ERCOT’s Human Resources and Governance Committee.

Ms. Baer brings a unique blend of relevant experience to OPUC with prior service as an attorney and assistant director for the Texas Commission on Environmental Quality (TCEQ) Radioactive Materials Division and attorney for the Public Utility Commission. She also served as legislative liaison for the Texas Comptroller of Public Accounts covering a wide array of issues including energy. Ms. Baer's prior experience also includes serving as a senior revenue analyst for the Governor's Division of Budget, Planning and Policy and as a budget analyst for the Legislative Budget Board. Ms. Baer received a bachelor's degree and law degree from the University of South Dakota and completed the senior management program at the University of Texas Lyndon B. Johnson School of Public Affairs Governor's Center for Management Development.

Panel 3: New Technologies and Actors in the Grid Edge Space



Brewster McCracken, President and Chief Executive Officer, Pecan Street Inc.

Brewster McCracken is President and CEO of Pecan Street Inc., a nonprofit research institute focused on the utility industry that is headquartered at The University of Texas. Pecan Street provides research support for university-industry applied research around the world by carrying out behavioral field trials, installing and operating measurement equipment in actual homes and businesses and operating the world's largest research database on customer energy and water use.

Smart Grid Today has named him one of the nation's "50 Smart Grid Pioneers", and GreenBiz.com named him to its VERGE 25 list of 25 U.S. smart grid leaders.

Before his position with Pecan Street, Mr. McCracken was elected to two terms on the Austin City Council, serving in a city-wide at-large position. Through his elected position, he served as a board member of Austin Energy and Austin Water, and he founded and chaired the city council's Emerging Technologies Committee.

He previously practiced commercial litigation for nearly a decade with two large international law firms. He is an honors graduate of Princeton University and The University of Texas School of Law, and he holds a Master's in Public Affairs from UT's LBJ School of Public Affairs.



Deborah Kimberly, Vice President, Customer Energy Solutions, Austin Energy

Debbie Kimberly joined Austin Energy in January, 2013 as the Vice President of Customer Energy Solutions. Her organization is responsible for the utility's energy efficiency and demand response programs, solar program, green building and advanced transportation, market analytics and the key accounts function.

Ms. Kimberly has worked in the utility industry for over 30 years, and spent more than 22 years at Salt River Project. She was SRP's Director of Customer Programs and Marketing, where she had responsibility for energy efficiency product design and implementation; marketing of utility products, price plans and services; measurement & evaluation and market research. Previous positions included managing SRP's financial services organization and involvement in public policy and strategic planning initiatives.

She earned her B.A. degree in International Relations from Stanford University and her Master's in International Management from Thunderbird.

Ms. Kimberly serves on the EPRI Power Delivery Unit Sector Council, SPEER's (South Central Partnership for Energy Efficiency as a Resource) Board of Directors (Treasurer), the Board of Pecan Street Research, and the Board of the Association of Women in Energy.



Doug Lewin, Vice President, Regulatory Affairs and Market Development, CLEARResult

Doug Lewin leads CLEARResult's policy efforts. Headquartered in Austin, Texas, with offices in more than 80 cities in the U.S. and Canada, CLEARResult designs, markets, and implements energy efficiency programs for utilities and businesses.

Prior to joining CLEARResult, Mr. Lewin was the founding Executive Director of the South-central Partnership for Energy Efficiency as a Resource (SPEER). SPEER was recognized by the U.S. Department of Energy as the regional energy efficiency organization (REEO) for Texas and Oklahoma, working with a network of REEOs throughout the US to advance energy efficiency. Under his leadership from 2011-16, SPEER grew from one small planning grant to an organization with a multi-million dollar budget, a3 dozen employees, and over 50 members.

Mr. Lewin also worked at the Texas Legislature for five years, primarily on clean energy issues for three different elected officials in the House and Senate. Mr. Lewin earned his Bachelor's and Master's degrees from the University of Texas at Austin.



Jim Steffes, Executive Vice President, Corporate Affairs, Direct Energy

Jim Steffes has worked in the competitive energy industry for over 20 years. He has served in various roles at several retail energy and wholesale commodity firms. He is passionate about bringing together choice, sustainability, intelligence, and control to make energy markets work well for all consumers.

Most recently, Mr. Steffes was Chief Executive Officer of Circular Energy, an innovative solar and energy solutions firm focusing on serving commercial, institutional and light manufacturing customers with cleaner, customized solutions combining traditional grid-based power solutions with client-sited power generation. Jim was responsible for strategy, capital sourcing and overall business performance.

Prior to Circular Energy, Mr. Steffes led the Northeast Retail region for NRG Energy and served as President of Green Mountain Energy. In the Northeast Retail region, he significantly expanded the market footprint, brand propositions, customer solutions and product offerings of the business. Under his guidance, NRG Residential Solutions received "the Most Innovative Energy Supplier of the Year" award from the Energy Marketing Conference. In the commercial segment, he directed the acquisition of Energy Curtailment Specialists, initiating a customer focused transformation from acting purely as a power supplier to becoming an energy advisor. As President of Green Mountain Energy, Mr. Steffes reinvigorated the company's mission of changing the way power is made by reaching customers in new markets and by offering new, innovative products.

Mr. Steffes also spent nearly a decade with Direct Energy. While at Direct Energy, he ran the Texas Residential segment and transformed the trajectory of the business by implementing significant operational improvements, making key acquisitions – including First Choice Power – and launching novel products, including a prepaid electricity plan which leveraged Texas' smart meter deployment and customer's smart phones. Prior to the Texas Residential role, he led the Operations team in supporting more than 1.5 million customers in Alberta and Texas and built the business-to-business commodity business in the Northeast US.

Before Direct Energy, Mr. Steffes worked both at UBS Energy and Enron, primarily in government relations and regulatory affairs. Early in his career, he worked at Andersen Consulting with a variety of clients developing systems and re-engineering business processes.

Mr. Steffes holds a Master's in Public Policy from the Harvard Kennedy School and received a Bachelor of Science in Foreign Service from Georgetown University. He and his family reside in Houston, Texas.



Matthew Lynch, Co-Founder and Chief Product Officer, Bractlet

Matt Lynch is the Chief Product Officer and Co-founder of Bractlet. Bractlet is a data and analytics company that developed a hardware and software platform which integrates granular data collection, analytical simulations, and automated savings identification to find more energy savings at a much lower cost than traditional, manual methods. Mr. Lynch has experience in product and business development, company strategy, and product design along with a background in energy systems design and control in numerous applications.

Mr. Lynch earned a Bachelor of Science, in Mechanical Engineering, from Georgia Tech.