

CONTM
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THE ENERGY
EXECUTIVE
FORUM
2017

CONVERGENCE 1™

This year's event represents year one of Convergence, the first of a trilogy of Forums that will set the stage and be focused on the dramatic changes driven by new technologies, policies, and competitors all converging on the consumer and shaking up the status quo. DNV GL is planning subsequent Forums around the synchronization of business strategies with market dynamics, followed by a focus on the clarity of new vision that has emerged.

Tuesday, May 16

- 8:00 AM Registration/Information - Monarch Promenade
- 9:00 AM Convergence Study Workshop (3 hrs) - Monarch Ballroom
- 1:00 PM Golf at Monarch Beach Resort & Networking Activities
- 6:30 PM Grand Welcome Reception - Botanical Lawn North Sponsor: EC Infosystems
- 9:00 PM Afterglow Reception - Club 19 Sponsor: EC Infosystems

Wednesday, May 17

- 7:00 AM Registration/Information - Monarch Promenade
- 7:00 AM Breakfast - Pacific Lawn
- 7:30 AM Private Breakfast - Monarch Ballroom 3 Sponsor: EDF Energy Services
- 8:30 AM Vendor Exhibits (all day) - Rotunda
- 8:30 AM Speaker Ready Area/Interviews - Pacific Terrace South
- 8:30 AM DNV GL Opening Remarks & George Blankenship Keynote - Pacific Ballroom



Carole Barbeau
President -
Energy Advisory Americas
DNV GL



Ditlev Engel
Chief Executive Officer -
Energy
DNV GL



GEORGE BLANKENSHIP

Former executive at Tesla Motors, Apple Computer and GAP Inc.

10:00 AM **Session 1: Your Next Customer: Building a Narrative-Driven Brand Strategy**
- Pacific Ballroom

We'll explore how a transformation in brand strategy needs to be inside-out for it to be authentic, meaningful, and relevant. New company identities will need to be formulated and clearly communicated in ways that resonate with customers and ultimately drive new business strategies from inception to adoption and share-of-choice.

Keynote/Moderator



Clift Jones
President and Chief Executive Officer, Captains of Industry



Jorge Acevedo
Senior Vice President, Retail Strategy, Constellation



Amena Ali
Chief Revenue Officer, Whisker Labs



Matt Gillin
Chief Executive Officer & Co-Founder, Relay Network



Chuck Keiper
Executive Director, Northeast Ohio Public Energy Council (NOPEC)

11:20 AM **Networking Break** - Pacific Promenade

11:35 AM **Session 2: 10-Year Technology Trends** - Pacific Ballroom

Once upon a time, business moved at the speed of fax machines and dial up internet. Information was hard to find and even harder to aggregate. Welcome to the new normal, where small ideas can spark and disrupt huge organizations. If you can't innovate quickly, someone else can. Your customers, your market share, and your employees are all up for grabs. You have a choice at a critical time in the energy sector...you can disrupt your own organization, try new things, learn from the experiments, pivot, or preserve. Or you can allow someone else's first move shape how you catch up.

Keynote



Bruce Stewart
Chief Marketing Officer, Current (GE)



Joe Jankosky
Director for Energy Market Optimization, Intel



Amar Pradhan
Global Strategy Leader, IBM

1:00 PM **Lunch** - Pacific Lawn Sponsor: iSIGMA

2:05 PM **Perspectives from the UK** - Pacific Ballroom



Matt Hirst
Chief Executive Officer, Utiligroup, an ESG Company

2:20 PM

Session 3: Big 4 Retail Energy Providers - Pacific Ballroom

The migration of retail energy continues. From commodity only, to energy solutions, to solar, storage and customer controlled-demand. Where are Retail Markets heading? Since 2014, retail markets have gone through 179 M&A deals. What will be the new identity of retailers?

Keynote



Steven Murray
Chief Executive
Officer,
Real Simple Energy



Manu Asthana
President,
Direct Energy Home



Scott Hudson
President,
TXU Energy



Sayun Sukduang
President and
Chief Executive
Officer,
ENGIE Resources



Dan Verbanac
Senior Vice President,
Retail,
Constellation

Moderator



Jorge Lopez
Managing Partner,
JAK Advisors LLC

3:40 PM

Session 4: Energy Storage - Transforming the Pace of your Energy Strategies - Pacific Ballroom

As energy storage applications, value propositions, and costs evolve, they no longer sit at the margin for early adopter demonstration projects. Energy storage solutions are at a critical inflection point, where delivering customer value intersects with your solution strategies. How you maximize your capabilities to harness potential energy storage opportunities is more crucial than ever in a converging energy landscape.

Keynote/Moderator



Davion Hill
Energy Storage
Leader - Americas
DNV GL



Ric Abel
Managing Director,
Prudential Capital - Energy
Finance Group



Nick Davis
Chief Executive Officer,
GridMarket



Ryan Wartena
President and Co-Founder,
Growing Energy Labs, Inc.
(Geli)

5:00 PM

Day 1 Wrap-Up - Pacific Ballroom



Kristie Deilius
Vice President - Energy Markets,
DNV GL

6:00 PM

Networking Cocktail Receptions- Monarch Promenade Sponsor: ENGIE Resources

7:00 PM

Dinner with Keynote and Giveaway - Monarch Ballroom Sponsor: EC Infosystems



DAVID S. DUNCAN

Senior Partner, Innosight and co-author of Wall Street Journal bestseller
"Competing Against Luck: The Story of Innovation and Customer Choice"



Special 2017 Forum Announcement and Giveaway

Mohan Wanchoo, Founder & CEO, EC Infosystems

9:00 PM

Afterglow Reception - AVEO Restaurant Sponsor - ESG

Thursday, May 18

- 7:00 AM Registration/Information - [Monarch Promenade](#)
- 7:00 AM Breakfast - [Pacific Lawn](#)
- 8:30 AM Vendor Exhibits (all day) - [Rotunda](#)
- 8:30 AM Speaker Ready Area/Interviews - [Pacific Terrace South](#)
- 7:00 AM Breakfast - [Pacific Lawn](#)
- 8:30 AM Opening Remarks & Keynote - [Pacific Ballroom](#)



Aileen Currier
Senior Consultant,
DNV GL



DR. LAWRENCE MAKOVICH

Vice President and Chief Power Strategist, IHS

9:15 AM [Session 5: New Wholesale Dynamics](#) - [Pacific Ballroom](#)

This session will focus on current dynamics in wholesale and how they must change to keep up with current and future end user products & services. Synchronizing the old with the new will be incredibly important to meet the changing shape of consumer demand, requiring wholesale markets to be adaptive and flexible in a new landscape of players and market dynamics.

Keynote



Ben Bixby
General Manager &
Director of Energy
Products,
Nest



**Mary Anne
Brelinsky** President,
EDF Energy
Services



Roberta Konicki
Managing
Director,
Boston Energy
Trading and
Marketing



Gabriel Phillips
Managing
Director,
GP Energy
Management

Moderator



Randy Prescott
Head of Marketing &
Origination,
PSEG Energy Resources
and Trade LLC

10:35 AM [Networking Break](#) - [Pacific Promenade](#)

11:05 AM **Session 6: Utility of the Future: Truth or Dare - Pacific Ballroom**

As energy technologies evolve, utilities are going to be fundamentally transformed by the potential value and functionalities that emerge. In this outside-in perspective session, we will dig into the concepts around the upcoming disruptions, potential spin-offs, strategic partnerships, and commercialization opportunities.

Keynote



Bob Powell
Chief Executive
Officer and President,
Brightmark Energy,
LLC



Sharon Allan
Chief Innovation
Officer,
Smart Electric Power
Alliance (SEPA)



Steve Hellman
Managing Partner,
Energy Impact
Partners



**Prashant
Mupparapu**
Senior Managing
Director,
Macquarie



Steven O'Rourke
Managing Director
APL Renewables

Moderator



Michele Tihami
Country Manager,
Policy, Advisory
& Research,
DNV GL

12:30 PM **Lunch - Pacific Lawn Sponsor: iSIGMA**

1:30 PM **Session 7: Frontier Strategies: Emergence of the SuperCompetitor - Pacific Ballroom**

Consumers aren't as loyal to brands as they once were. They expect to be served when, where, and how they want. Nimble competitors with innovative business models emerge from unexpected places. Many of those competitors pose a formidable challenge to established players at an increasingly fast pace. The business value chains have become more complex than ever before. With such rapid changes in both external and internal environment, strategic planning needs rethinking - different structures, different processes, and different timelines.

Keynote/Moderator



Kristie Deiuliis
Vice President -
Energy Markets,
DNV GL



Marshall Chapin
Chief Strategy
Officer,
Sense



Michael Fallquist
Founder & Chief
Executive Officer,
Crius Energy



Eddie Pinkerton
Vice President,
BP Energy



Jim Steffes
Executive Vice
President,
Direct Energy

2:50 PM

Session 8: Collaboration & Networks: Translating Opportunity to Reality - Pacific Ballroom

Companies navigating the energy Convergence each have distinctive focus, velocity, and goals around their capabilities, their scaling ambitions, their funding, their demand generation, and ultimately, adoption strategies for their products & services. Translating your business strategy into reality has more potential signposts, drivers, and contingencies than ever before. Assessing who you will compete against, partner or acquire requires some important discussions about how, where, and when to evolve to optimize your goals.

Keynote & Moderator



Sam Howe
Chief Executive Officer,
Allconnect



Jeff McAulay
Co-Founder,
Energetic Insurance



Todd Michaels
Chief Executive Officer,
Correlate



Bob Potter
Vice President,
Sales & Marketing,
Energy Services Group



David Visneau
Senior Vice
President,
Ambit Energy

4:10 PM

Closing Remarks - Pacific Ballroom



Carole Barbeau
President -
Energy Advisory Americas
DNV GL

6:00 PM

Networking Cocktail Reception - Sunset Terrace

7:00 PM

Dinner - Grand Lawn

7:00 PM

Private Dinner Sponsor: ESCOWare®

Friday, May 18

7:00 AM Breakfast - Pacific Lawn

9:00 AM Concurrent Sessions

Special Workshop - Solar & Storage Strategies - Monarch Ballroom 2



Davion Hill
Energy Storage
Leader - Americas
DNV GL



Ray Hudson
Global Segment
Leader - Solar
DNV GL

Special Workshop - Retail Energy Strategies - Monarch Ballroom 3



Kristie Deiuliis
Vice President -
Energy Markets,
DNV GL



Aileen Currier
Senior Consultant,
DNV GL

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