

From: Howard, Ted  
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Subject: CPUC Thought Leaders Panel: Advanced Customer Engagement Platforms

CPUC  
Policy and Planning Division

Presents

A Panel Discussion on  
March 24th, from 2 -4 PM, in the CPUC auditorium at 505 Van Ness Ave., San  
Francisco.

## ***Advanced Customer Engagement Platforms***

Will Rewards, Competition, and Social Networking  
Motivate Consumers to Conserve  
Energy?

**Our  
Panelists:**

**Tom Scaramellino,  
Founder & CEO, Efficiency 2.0**

**Preston  
Read, SVP, Government Affairs, RecycleBank**

**Jessica  
Alter, Founder & CEO, Formative Labs**

**Bruce  
Ceniceros, Principal Program Planner, Sacramento Municipal  
Utility  
District**

**Ivo  
Steklac, Executive VP, Sales & Strategy,  
Tendril**

**Sean  
Harrington, Senior Director, Client Solutions, OPOWER**

The panel will discuss the ways that software platforms and social media may help customers manage their energy usage, cut their energy bills, and save money. The panel will discuss a number of customer engagement platforms that match publicly available data with a customer's own energy usage patterns to offer personalized information, advice, and rewards designed to enable and encourage customers to make more efficient energy choices.

The Moderator of this panel discussion will be Jenn Mitchell-Jackson of Opinion Dynamics.

For a brief registration, please go to: <http://www.cpuc.ca.gov/ThoughtLeaders>

The session includes a Question and Answer session. Please send your questions in advance to [thoughtleaders@cpuc.ca.gov](mailto:thoughtleaders@cpuc.ca.gov)

***FREE AND OPEN TO THE PUBLIC***

For questions and comments, please contact:  
[thoughtleaders@cpuc.ca.gov](mailto:thoughtleaders@cpuc.ca.gov)

Also available via video webcast at: [www.californiaadmin.com/cpuc.shtml](http://www.californiaadmin.com/cpuc.shtml)

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