

## Meet the Panel

### **Bill Rossi, Enphase Energy, CMO**

Bill leads worldwide marketing for Enphase Energy. Prior to Enphase, Bill led Google's marketing efforts for Google Apps, a suite of innovative cloud computing applications for organizations and business of all sizes. Prior to joining Google, he was CEO of Greenfield Networks, a leading Sequoia Capital-backed chip company that was acquired by Cisco in December, 2006. Prior to Greenfield, Bill was Vice President and General Manager of the Wireless Networking Business Unit at Cisco, which he successfully grew from inception to over \$650M in sales. He joined Cisco as part of the Grand Junction Networks acquisition in 1995 whose products today comprise over \$5B in sales at the company. Bill holds an M.B.A from Harvard Business School and a B.A./B.S.E.E. from Dartmouth College.

**About Enphase Energy:** Enphase Energy provides solar energy management systems for residential and commercial markets. The company offers a system that includes high efficiency microinverters, communications and Web-based monitoring and analysis. The systems increase energy harvest, improve system reliability and simplify design, installation and management. Products of Enphase include Environ Smart Thermostat, Enlighten, Envoy Communications Gateway, and Enphase Microinverter.

### **Letha McLaren, iControl Networks, Inc., Vice President of Energy Products**

Letha McLaren leads strategy and development for iControl's Energy Management solution. She has spent more than 12 years in the energy industry dealing directly with utilities in the area of smart grid solutions. She came to iControl from Landis+Gyr (formally The Bayard Group), a leading smart metering and energy management solutions provider, where she was the General Manager of Energy Management and Applications. Prior to this role, Ms. McLaren was the Director of Software Product Management at Cellnet Technology. She also held product management and software design engineering roles at Schlumberger for their utility-focused automated metering division.

**About iControl Networks:** The iControl ConnectedLife Energy Management solution enables broadband companies and other service providers to enhance interactive service offerings for a complete broadband home management experience. Additionally, it allows utilities to implement demand response and energy efficiency services to control peak energy usage, optimize existing infrastructure and minimize future investment. Current partners in the home security, broadband and telecommunications industries will deploy the technology to the mass market in 2010. With this solution, consumers will be able to monitor, control and automate their energy usage, and maximize efficiency to meet their monthly expenditure and "green home" carbon footprint goals.

### **OPOWER, Nadeem Sheikh, Director, Client Solutions**

Nadeem Sheikh is responsible for leading OPOWER's relationships with a number of major power utilities, working with them to deploy OPOWER's energy efficiency and smart grid solutions to consumers. Prior to OPOWER, Nadeem spent 4 years at McKinsey & Company, where he helped found the Firm's Sustainability & Resource Productivity practice. At McKinsey, Nadeem was responsible for leading large client projects on the consumer-facing aspects of clean technology, including home energy efficiency, electric vehicles, and green consumer products. In addition, he directed McKinsey's global market research program on consumer behavior and sustainability. Nadeem has also held roles at Accenture Technology Ventures, in Political Affairs at Lufthansa Airlines in Berlin, Germany, and at Gap Inc. He earned his MBA from the University of California, Berkeley and a BS in Industrial Engineering from the University of Wisconsin-Madison in Industrial Engineering.

**About OPOWER:** OPOWER is a Smart Grid and Energy Efficiency software company that partners with utilities to engage their customers to drive large-scale, measurable and verifiable reductions in energy usage through a combination of behavioral science, data analytics and software expertise.

## The Smart Home: Applications for Home Energy Management

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### **Jim Hunter, 4Home, CTO/Co-Founder**

Jim Hunter has been active in the home control and HAN space for over 20 years, focusing on the networking and control technologies that are driving the evolution and viability of new broadband services, especially energy management. Mr. Hunter was a founder of 4Home and currently serves as the company's Chief Architect & CTO. Prior to founding 4Home, Mr. Hunter founded Premise Systems in 1997. Premise was an early pioneer in network-based digital home software, and was the first IP based open architecture home control system. Mr. Hunter is regarded as an industry fellow and outspoken technical evangelist. He holds several patents in the field of user interface and home control networks. He actively participates in standards bodies, and represents 4Home in CEA, Cablelabs, HANA and Lonmark working groups.

**About 4Home:** 4Home is a provider of "home control services," which include energy management, home security and monitoring, media management, and home health. 4Home's ControlPoint,™ Portal Server, and SDK software products allow hardware vendors and service providers to create and deploy compelling, easy-to-use, and profitable new applications and services for the connected home. Portal Server is a robust application server for the NOC providing scalable and manageable home control services for a broad, mass-market rollout.

### **Control4, Eric Smith, Chief Evangelist**

As Control4's Chief Evangelist and one of the company's co-founders, Eric Smith is responsible for setting the organization's technology vision and guiding the development of home automation solutions. Eric brings more than 15 years of technology and home automation experience to Control4. Previously, he co-founded STSN, the worldwide leader in broadband services for business travelers. Eric developed the intellectual property that made it possible to simplify Internet protocols and offer fast, convenient broadband service to travelers staying in more than 175,000 hotel rooms in 200 cities around the world. Prior to STSN, Eric co-founded PHAST Corporation, which became the leading manufacturer of high-end home automation equipment.

**About Control 4:** Control4 is the platform for today's digital home and is the first company to make whole-home automation a practical option for any residence. Control4's software and hardware products enable home theater control, multi-room music, smart lighting, temperature control and security, through a range of in-home and over-the-web remote control technology.

### **Moderator:**

#### **Tom Solazzo, PRTM, Director**

Mr. Solazzo is one of the lead directors of PRTM's Smart Grid team in the Energy Business Group. His background is in the electronics, telecommunications, and utility industries where he has helped companies develop and bring new products and services to market. Mr. Solazzo has spoken on several Smart Grid panels and has recently conducted a Home Area Network strategy for a large west-coast utility.

**About PRTM:** PRTM management consultants work with senior executives to develop and implement innovative operational strategies that deliver breakthrough results. The firm is a leader in operational strategy, supply chain, product development, and customer value management.