2018 **Grid of the Future**

PANELIST: ADDRESSING THE CHALLENGES OF DISTRIBUTED ENERGY SYSTEMS

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United States

Gregg Rotenberg
Chief Executive Officer
Smart Wires Inc.

As CEO of Smart Wires, Gregg is focused on understanding the current and future needs of global transmission organizations and leading the development and commercialization of the company's solutions. Gregg comes from a strategy consulting background and is passionate about understanding the strategic objectives of the executives that operate the world's largest grids. This insight allows Smart Wires to continually develop "game changing" solutions for transmission industry leaders. Gregg's other key focus is on assembling a uniquely talented team that is passionate about making Smart Wires customers successful.

Prior to Smart Wires, Gregg created and was the general manager of the Renewable Power Group at Chevron, which produced earnings that exceeded Chevron's targets by an average of 300% and consistently produced investment returns of greater than 30% annually. Gregg also managed Chevron's Strategic Alliances Group, which reviewed more than 1,000 companies in a five-year period to identify truly revolutionary energy technologies. In this period, only three technologies were designated as truly revolutionary and one of those technologies was Smart Wires.

At Chevron, Gregg led the engineering, procurement, construction (EPC) and investment of 200 MW of utility-scale solar and geothermal projects. Prior to Chevron, he co-led the development of a new energy consulting practice at one of the world's largest energy firms. Gregg was also a principal and founder at Keystone Strategy, a leading strategy consulting firm that was launched by three Harvard Business School professors.

Gregg holds a bachelor's degree with a concentration in finance and accounting from the Wharton School of the University of Pennsylvania, where he graduated magna cum laude, and an MBA from Northwestern University's Kellogg School of Management, where he graduated first in his 700+ person class.