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**Four Board Members Elected to the Smart Energy Consumer Collaborative's Board of Directors**

*Utility industry veterans from ComEd, GridX, Virtual Peaker and Opinion Dynamics bring valuable expertise on today's consumers and the energy transition*

**ATLANTA – November 8, 2023** – The [Smart Energy Consumer Collaborative](#) (SECC), a nonprofit organization that researches the needs and wants of today's energy consumers, announced that four utility industry executives, representing a diverse group of companies, have been named to the organization's Board of Directors, effective immediately.

SECC's [governing board](#) is comprised of 20 members who represent electricity providers, technology companies, consumer advocacy organizations and other industry stakeholders, along with SECC's legal counsel and President & CEO Nathan Shannon. The Board of Directors has staggered terms, and typically half of the directors are elected each year to two-year terms.

At SECC's 2023 Members Meeting & Fall Workshop, which was recently held at Red Ventures in the Charlotte, North Carolina area, two board members were elected by [SECC's membership](#) to serve on the Board of the Directors for the first time:

**Jordan Folks** is an Associate Director at [Opinion Dynamics](#), where he uses a social science lens to study the intersection of human behavior and energy consumption. Jordan has a decade of experience conducting customer research for the energy industry, including countless process evaluations and market research studies to support energy efficiency programs. He has also served as SECC's Research Chair since 2021.

**Colin Lamb** leads program implementation, technical and customer support, and technology partnerships as the Vice President of Delivery at [Virtual Peaker](#). Colin previously guided product and go-to-market strategy for the grid optimization software startup Utilidata, and while at Xcel Energy, he led product development of new customer solutions, including load management programs across the Xcel Energy footprint.

In addition, two of the recently elected board members are returning to the Board of Directors, having previously been elected to multiple terms:

**Brad Langley** is the VP of Marketing at [GridX](#), the energy industry’s leading enterprise rate platform. He oversees the company’s corporate, product and growth marketing efforts. Prior to joining GridX, he was a Director of Marketing at Oracle, where he led product marketing for the company’s Opower business unit. He is also the host of the popular podcast, With Great Power, which features interviews with industry pioneers building the future grid.

**Laura Basili** is the Senior Manager of Marketing Education & Outreach at [ComEd](#). In this role, she leads the marketing strategies and customer engagement programs that support smart meter, smart grid and associated energy management tools and programs for the organization’s 3.8 million residential and business customers. She also manages marketing strategies that increase education and awareness of ComEd’s newly developed solar campaign, initiatives created through Illinois’ Future Energy Jobs Act (FEJA) and utility-of-the-future marketing initiatives.

“We’re excited to have these four industry veterans bring their expertise to our Board of Directors, including the two returning board members and our current Research Chair,” said Nathan Shannon, SECC’s President & CEO. “I look forward to working with them during their terms as we seek to empower all consumers to benefit from smart energy.”

Join the newly elected board members at SECC’s next in-person event, the 2024 Consumer Symposium, which will be co-located with DISTRIBUTECH International in Orlando. More information about the event can be found on SECC’s [website here](#).

### **About the Smart Energy Consumer Collaborative (SECC)**

The Smart Energy Consumer Collaborative (SECC) is a 501(c)(3) nonprofit organization that works to learn the wants and needs of energy consumers in North America, encourages the collaborative sharing of best practices in consumer engagement among industry stakeholders, and educates the public about the benefits of smart energy and energy technology. To learn more, visit [www.smartenergycc.org](http://www.smartenergycc.org) or follow our Company Page on [LinkedIn](#).

