



"Powering a Smart, Energy Efficient, Sustainable Future"

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January 24, 2011

Ms. Kirsten Walli
Board Secretary
Ontario Energy Board
P. O. Box 2319
2300 Yonge Street
Toronto, Ontario
M4P 1E4

Dear Ms. Walli:

EB-2011-0004

OEB BOARD SECRETARY	
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ONTARIO ENERGY BD

RE: Developing Guidance for the Implementation of Smart Grid in Ontario – Board File No. EB-2011-0004

I would like to nominate myself to participate in the Smart Grid Working Group (SGWG) and provide advice based on my technical expertise and experience with Smart Grid technologies.

I am the CEO of Simpleafy, a Smart Grid software company based in Toronto. Our products and services include a Data Intelligence Platform that aggregates data streams from various utility assets to provide powerful analytics that utilities need to reduce the cost of distributing energy, drive energy efficiency and system reliability, and deliver a high quality of service to their customers. We are already in discussions with utilities in Ontario and on track to sign one of the largest utilities in Ontario as our first pilot customer.

Previously, I worked in software engineering and project management roles at Microsoft's headquarters in the United States, bringing proven software expertise and best practices to the Smart Grid industry. At Simpleafy, I have established industry-leading Smart Grid technical expertise working directly with the latest Smart Grid technologies, leading Smart Grid research, and existing industry standards. I graduated from the University of Toronto with a Bachelor degree in Electrical Engineering.

There are a lot of technical challenges ahead for a successful implementation of Smart Grid in Ontario. I look forward to providing unbiased assistance to the OEB in successfully meeting those challenges by providing my technical thought leadership and experience to the Smart Grid Working Group. Thank you for your consideration. Please feel free to contact me if you have any questions about my nomination.

Sincerely,

Ahmed Badruddin
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