



Registrar and Board Secretary  
Ontario Energy Board  
27th Floor  
2300 Yonge Street  
Toronto, ON  
M4P 1E4

April 1, 2021

Dear Ms. Long,

**Re: Framework for Energy Innovation: Distributed Resources and Utility Incentives (EB-2021-0118)-  
Invitation to Nominate Working Group Members**

London Hydro herein nominates Luke Seewald, Director of Customer Service and Metering at London Hydro, to participate on the FEI WG. London Hydro believes Luke's extensive background will bring the relevant and appropriate experience and qualifications necessary to provide valuable input to the discussion, helping to ensure the OEB is provided with informed recommendations.

Luke's resume is attached, which we believe will inform the OEB of his qualifications.

Should you have any questions or concerns, please do not hesitate to contact me.

Respectfully submitted,

A handwritten signature in black ink that reads "M Benum".

Martin Benum  
Director of Regulatory Affairs  
London Hydro  
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email: [benumm@londonhydro.com](mailto:benumm@londonhydro.com)

# Luke Seewald P.Eng, MBA, CEM

80 Euclid Avenue  
London, Ontario  
N6C 1C1

Phone: (519) 200-4641  
E-mail: seewaldl@londonhydro.com

## EDUCATION

- 2012 - 2013 **York University, Schulich School of Business, Canada**  
Masters Certificate in Energy Sector Leadership  
- Energy strategy, industry collaboration, public sector performance and change management
- 2008 - 2010 **Rotterdam School of Management, Erasmus University, The Netherlands**  
Full Time Master of Business Administration in General Management  
- MBA advanced career concentration: Services Marketing
- 1994 - 1998 **Queen's University, Kingston, Canada**  
Bachelor of Science in Electrical Engineering (Honours) – Power Systems Focus  
- IEEE award winning thesis for design and fabrication of novel 28GHz antenna  
- Class President and member of Queen's University Senate  
- Recipient of Engineering Society Award for outstanding service

## PROFESSIONAL EXPERIENCE

- 2017-Present **London Hydro, London, Canada**  
Local Electrical Distribution Company  
*Director – Customer Service and Metering (2017-Present)*  
- Manage metering, billing, contact centre, account management, credit & collections functions  
- Developed metering solutions for net-zero community energy systems  
- Led introduction of customer thermostat program for energy conservation and real-time data  
- Co-created Class A performance tool resulting in over \$15M in savings for London customers  
- Negotiated with Union resulting in successful collective agreement  
- Developed energy and cost prediction tool using neural network and machine learning  
- Member of IESO Smart Metering Entity Steering Committee
- 2010-2016 **London Hydro, London, Canada**  
Local Electrical Distribution Company  
*Director – Metering Services and Various Roles (2010-2016)*  
- Manage advanced electricity metering (ISO 9001), water meter reading, data and billing systems  
- Utility Lead on Smart City strategy steering committee for City of London  
- Responsible for over \$3.4M in annual operational budget including metering field operations  
- Developed strategy and business planning for OEB capital, maintenance and operations rate filing  
- Negotiated & secured \$27.5M in work with City of London including additional new services  
- Led go-to market strategy for new energy customer engagement analytics products
- 2009 **THE TECHNOPOLICY NETWORK, SCIENCE ALLIANCE, The Netherlands**  
Regional Economic Development Consultant  
*Project Manager*  
- Created internal consultancy strategy including cost accounting process and marketing plan  
- Organized international innovation seminar focusing on regional economic development  
- Initiated business proposals resulting in US\$150k sales
- 2005 – 2008 **KLEER SEMICONDUCTOR CORPORATION, Kanata, Canada**  
Successful Low-Power Wireless Technology Startup  
*Product Interoperability Lead*  
- Supervised competitive market research (IEEE 802.11bgn, Wi-Fi, Bluetooth)  
- Created corporate wireless audio interoperability strategy and technical whitepapers  
- Organized tradeshows, customer product demos resulting in design wins  
- Authored marketing requirements resulting in successful new consumer product  
- Designed and verified semiconductor wireless microchip resulting in first-pass success

# Luke Seewald P.Eng, MBA, CEM

## PROFESSIONAL EXPERIENCE ( Continued ...)

- 1999 – 2005 **Nortel Networks, Ottawa, Canada**  
Telecommunication Equipment  
*Applications Engineer - Semiconductor Design*  
- Introduced productivity metric program that resulted in US\$700,000/year reduced costs  
- Created a custom integrated project management and scheduling tool  
- Managed strategic supplier relationships with IBM, Texas Instruments and ST Microelectronics  
- Developed and tested carrier-grade internet networking products (MPLS, IP, SONET, CDMA)
- 1998 – 1999 **SEMICONDUCTOR INSIGHTS, Kanata, Canada**  
Reverse Engineering and Competitive Intelligence Services  
*Account Manager, Intellectual Property Services*  
- Accountability for over US\$160k technical service sales  
- Business development with strategic global intellectual property professionals
- 1994 – 2001 **DEPARTMENT OF NATIONAL DEFENCE, Kingston and Ottawa, Canada**  
Defence Information Systems Organization, Communication Reserve  
*Captain - Communication and Electronics Officer*  
- Directed \$300k in financial and resource planning for a 19 vehicle, 130 soldier Regiment  
- Led a 22 soldier unit that deployed radio communication and power generation equipment  
- Managed electronic warfare detachments on successful international deployments  
- Earned "Reardon Sword" top officer award

## PROFESSIONAL PUBLICATIONS

Seewald L., Sharma V. "Demand Response Dispatch Approach for Electrical Distribution Systems"  
IEEE EPEC Conference 2013 (IEEE EPEC 2013 Paper Award)

Grolinger K., L'Heureux A., Capretz M.A.M., Seewald L., "Energy Forecasting for Event Venues: Big Data and Prediction Accuracy" Energy and Buildings, Elsevier, Volume 112C, 2016, Pages 222-233

Grolinger K., Capretz M.A.M., Seewald L., "Energy Consumption Prediction with Big Data: Balancing Prediction Accuracy and Computational Resources" Big Data Congress, 2016

## EXTRACURRICULAR ACTIVITIES & SKILLS

- Member of Professional Engineers of Ontario (PEO)
- Member of Instrumentation and Measurement Society – (IEEE)
- Certified Energy Manager (CEM) – Association of Energy Engineers
- Certified Change Management Practitioner – Prosci Canada



- <http://ca.linkedin.com/in/seewald>