

April 14, 2021

Registrar
Ontario Energy Board
2300 Yonge Street
Toronto, Ontario

Re: EB-2021-0118 Framework for Energy Innovation
Invitation to Nominate Working Group Members

Dear Madam:

I am writing to nominate myself to participate on the Framework for Energy Innovation Working Group. I am interested to be of service in advancing the interests of Ontario's electricity industry, its customers, and the work of the Board, in responding to the changes that technological innovation may bring about in Ontario's energy sector.

I am Chief Executive Officer of Powerconsumer Inc. We combine economics, engineering, data science, and computer modeling, to solve complicated problems in energy management, for customers, customer portfolios, and public utilities. We provide software as a service, with in-market products, existing customers, and a track record of success. We offer on-demand forecasts, alerts and notifications, and reports. We offer professional, software, and platform solutions for business customer engagement and distributed resource integration.

I have spent over thirty years working in the policy, regulatory and economic milieu of the Ontario energy industry and its evolution in that time. I have a breadth of experience, in the public and private sector, working with non-profits, and as an entrepreneur in my own business.

I have served as a government representative, industry participant, and stakeholder advocate on innumerable committees, working groups and fora for policy development, in the Ontario Public Service, with the Independent Electricity System Operator and before the Board, including as a member of the OEB Chair's Advisory Committee on Innovation in 2018.

I am an advocate for consumer interests, with extensive experience promoting those interests in numerous proceedings before the Board spanning my career.

I am focused on the policy challenges we face. Climate change creates a new imperative for more transparent environmental and social governance, and a more sustainable perspective on policy. In all these areas I am uniquely qualified.

I bring specific knowledge and expertise in the integration of energy resources in distribution systems, in part through an ongoing demonstration project with Newmarket-Tay Power Distribution, in which we are engaging customers, designing a roadmap for utility transformation, and simulating the benefits of local energy markets for more sustainable energy systems.

I am interested, available, and motivated to help.

Respectfully submitted,



Adam White
Chief Executive Officer