

# Gridonomics: A Future History of the Grid

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Keynote

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Smart Grid as we have come to know it today has come of age and we are looking back on a decade of Smart Grid technology, pilots and conferences. While the focus has been on technology, bringing the Smart Grid to life will require striking the balance between Technology, Economics and Politics – Gridonomics. In this keynote we will provide an outlook on how the Smart Grid will evolve over the upcoming decade and what it takes to make this evolution happen.

**Biography :** Rolf Adam is a Director with Cisco. He is responsible on a global basis for the solutions development for the utilities industry and leads the Energy & Smart Grid Sales Business Development in EMEA. In addition to his responsibilities at Cisco, he is an industry advisor to WHEB Partners (Cleantech fund), sits on the Advisory Board of Entelios AG (Demand Response start-up), and is an expert to the European Commission on Smart Grid. Prior to joining Cisco he was a Principal at Booz Allen Hamilton where he had built and managed the European Smart Grid Practice and an Associate at A.T. Kearney. He holds a Masters Degree in Economics and Business Administration from the University of Eichstaett and a MBA from Webster University.

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