

Smart Grid's Role: The Ultimate Enabler for Economic Growth

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Guido Bartels

**General Manager, Global Energy and Utilities Industry, IBM
Chairman, GridWise Alliance**

Biography: Guido Bartels joined IBM in 1988. He now manages all of IBM's energy and utilities business as well as the Intelligent Utility Network initiative, the company's portfolio of solutions for the Smart Grid. Mr. Bartels is a member of IBM's Integration & Values team, which includes the top 300 leaders from across the company.

In addition, Mr. Bartels is chairman of the GridWise™ Alliance, an advocacy group of private and public companies that supports a national imperative for modernizing the electricity system of the United States. Under his leadership since 2007, the alliance has grown its membership six-fold. Mr. Bartels has been instrumental in setting up similar organizations in countries such as Australia, Korea, Ireland, Japan, and India. He has co-chaired the GridWeek conference in Washington, DC, the largest annual Smart Grid event in the United States, since 2007.

Mr. Bartels is also a member of the US Department of Energy's Electricity Advisory Committee (EAC), a thirty-member group representing some of the country's top public and private sector electricity and energy policy leaders. He chaired the EAC Smart Grid Subcommittee, which produced "Smart Grid: Enabler of the New Energy Economy," a report with practical policy

recommendations to advance the national Smart Grid agenda.

Bartels serves as vice-chair of the New York State Smart Grid Consortium, a key public-private partnership to promote statewide implementation of the Smart Grid. In 2010 he joined the board of directors of Evergreen Energy Inc., a US-based, publicly traded, green energy technology company.

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