

Jan Cook named MyMeter's VP of Client Engagement

Smart grid and energy efficiency veteran to provide marketing and sales leadership for MyMeter

May 21, 2014---Accelerated Innovations LLC (AI) announced today that Jan Cook has joined the company's management team as Vice President of Client Engagement. Cook will direct Accelerated Innovation's business development and marketing efforts, leading the company's sales and partnering initiatives in support of their innovative MyMeter utility customer engagement platform.

MyMeter leverages utility smart metering infrastructure to provide customers with online tools to understand and manage their energy use. The platform has grown from an initial focus helping rural electric cooperatives and municipal utilities to assist customers with high bill complaints, to currently demonstrating demand management impacts on par with major behavioral energy efficiency program providers as MyMeter delivers solutions to the largest investor-owned utilities. In addition to solutions targeting the residential sector, the team has focused recent attention on delivering multi-stakeholder engagement programs to realize behavioral energy efficiency in large commercial office districts.

Prior to joining the MyMeter team, Cook most recently served as Director of Demand Generation at Nexant—an industry leader in energy efficiency, smart grid and demand side management software and services — where she was responsible for new business development. Her previous positions include Client Solutions Director for Opower, providing a behavioral science platform to help utilities reduce energy consumption, and Director of Marketing for Ventyx, the enterprise software unit of ABB providing enterprise software, data, and advisory services to the energy industry.

“Jan is a hands-on, results-driven leader with years of experience meeting client needs in sales, marketing and business development roles. She has proven she can create, integrate and execute the strategies that will allow us to take the MyMeter business to a new level. Her deep industry relationships and experience will be a tremendous asset as our team works to share our story and how we work to solve problems and create opportunities for our utility clients.” said Mark Brown, AI's Chief Operating Officer. “Most importantly she shares our values and vision to build stronger communities.”

Jan Cook can be reached at jan@mymeter.co or at 216-912-8410.

About Accelerated Innovations

The MyMeter platform by Accelerated Innovations provides proven customer engagement tools that increase customer satisfaction, drive cost-effective behavioral energy savings, and deliver economic returns through pre-paid billing, dynamic pricing and load management programs.

MyMeter helps utilities give their customers greater control over their energy use, reduce energy consumption and improve customer satisfaction. The technology increases opportunities for a utility to engage, communicate, and empower their electric, gas, and water customers through tools for energy use feedback, alerts, analytics and prepaid billing; transforming the interaction between customers and their utility.