

The Future of Energy Management Keynote Panel Panelist Bios

Bill Ablondi



Bill Ablondi is a technology market analyst with over 25 years experience advising systems manufacturers, software publishers, and communication service providers. Bill specializes in marketability analyses, competitive assessments, and market forecasts. He has directed syndicated advisory services and related custom consulting activities for several leading research firms in addition to Parks Associates.

Bill began his information technology career as an engineer and business development manager at Texas Instruments. He holds a BS in chemical engineering from Rensselaer Polytechnic Institute and an MBA from Columbia University with a concentration in management science, emphasizing operations research and finance.

INDUSTRY EXPERTISE: Home Systems, Home Controls, Energy Management and Smart Grid, Home Security, Entertainment Systems, Home Systems Integration Channel, Home Builders and Multifamily Executives

Collin Breakstone



With over 15 years experience in integrated feedback-driven control systems, Collin has worked with hundreds of stakeholders on diverse projects. Recognized as a pioneer in energy efficient systems integration, he chairs and sits on industry panels, consults to integrators and contributes research and articles. Collin is the Director of Business Development for the Energy Systems group at Control4 which develops advanced HAN device solutions for Smart Grid implementations. Prior, he was a latter-day founder and Vice President of a Silicon Valley energy efficiency start up, held executive positions at system integrators in the United

States and founded a renewable energy systems integration company in the Caribbean. Collin lived off-grid for four years, has a BS in political science and international business, and lives in San Francisco.

Jesse Berst



Jesse Berst is one of the pioneering thought leaders of the smart grid, and the Founding Editor of SmartGridNews.com, the Internet's oldest, largest and highest-ranked smart grid site. Jesse provides strategic consulting to corporations, startups and investment firms looking to target their smart grid activities. Clients include Lockheed Martin, the U.S. Department of Energy, Global Environment Fund, the GridWise Alliance, Avista Utilities, the State of New Mexico, the Province of British Columbia, Prize Capital and many others.

Jesse devotes a portion of his time to efforts to grow the industry as a whole. He is the acting Executive Director for the Smart Grid Consumer Collaborative, a nonprofit that unites utilities, vendors, and consumer advocates with the goal of accelerating the adoption of a consumer friendly smart grid. He serves on the Advisory Council for the Energy and Environment Directorate of Pacific Northwest National Laboratory, which conducts some of the nations most advanced grid research. And he was the keynote speaker at the Department of Energy 's original Grid Vision 2030 planning meeting in April, 2003.

Chris Deutschen



As Senior Manager of Innovation and Business Development, Chris Deutschen is responsible for developing and executing the strategy to deliver energy efficient products and services to Direct Energy's Mass Markets customers across North America. This includes a specific focus on home energy management, smart grid, and developing technologies. Chris has more than 10 years of experience in the areas of retail power and deregulated energy markets, including previous positions in strategic planning, mergers and acquisitions, operational improvement, and strategic sourcing.

Chris holds an MBA from the Owen Graduate School of Management at Vanderbilt University and a BSBA in Management and Marketing from Georgetown University.

Fiona Sim



Fiona Sim is Director of the Intel Open Energy Initiative, a cross Intel initiative focused on bringing Intel based intelligence to homes, commercial buildings, microgrids & communities, & energy grid infrastructure to create a "Smart Grid". Fiona has over 12 years experience at Intel in various roles including engineering management, & business & strategy development. Before joining Intel, Fiona spent five years at IBM, managing parallel system performance & modeling for Scalable Power Parallel Systems. Fiona has a Ph.D. from University of London (University College) and did postdoctoral research in computational chemistry at the Max-Planck-Institut für Festkörperforschung in Stuttgart, Germany and the Université de Montréal, Montréal, Canada.

Jay McLellan



Jay McLellan co-founded HAI (Home Automation, Inc.) in 1985. He serves as President and CEO. Under McLellan's direction HAI has developed a comprehensive and award-winning line of products that coordinate security, temperature, lighting and whole-home audio for comfort, convenience and safety. McLellan is an Electrical Engineering graduate of Georgia Tech.

HAI is considered a market share leader in home automation systems. The Company's growing product line includes whole house controllers, sensors, lighting control devices, thermostats, touchscreens, audio and internet controlled devices. The Company has entered the Smart Grid business with products designed for electric utilities rolling out demand response programs. Additionally HAI participates in the Department of Energy's Building America programs to develop energy solutions for new and existing homes.