



GUIDO BARTELS

**General Manager Global Energy & Utilities Industry, IBM
Chairman, Global Smart Grid Federation
Board Member and Former Chairman, GridWise Alliance**

Guido Bartels heads up IBM's energy and utilities business globally, which includes the *Intelligent Utility Network* (IUN) initiative, the company's portfolio of solutions for the Smart Grid. After starting his career as entrepreneur in the PC business, Bartels joined IBM in 1988 and has since assumed roles of increasing responsibility. From 2000 until 2005 he was responsible for growing a new business for IBM EMEA (Europe, Middle East and Africa) around the emergence of wireless technologies. The two years prior he led global operations for IBM's Industrial Sector, a business unit focusing on serving clients in the manufacturing and process industry segments. Bartels is a member of IBM Chairman Sam Palmisano's senior leadership team ("Integration and Values Team").

In addition to his IBM responsibilities, Bartels serves on the Executive Committee and the Board of Directors of the GridWise™ Alliance (GWA), a leading advocacy group of private and public companies supporting a national imperative for modernizing the electric system of the United States. Acting as its Chairman from 2007-2010 the GWA grew its membership eight fold and became a trusted advisor to energy legislators and regulators. It received wide recognition for its role in ensuring a dedicated section on Smart Grid was included in the Energy Independence and Security Act of 2007 and that \$4.5 billion was allocated for investments in Smart Grid in the American Recovery & Reinvestment Act of 2009.

Bartels assisted several other countries in setting up their national smart grid organizations and jointly with them the GWA founded in 2010 the Global Smart Grid Federation (GSGF). Through consensus building within the international community the GSGF aims to help accelerate the advancement of Smart Grid on a global scale. Bartels was elected to serve as the GSGF's first Chairman.

Since its inception in 2007 he co-chaired, along side the U.S. Under Secretary of Energy, three successive editions of the annual GridWeek™ conference in Washington D.C., the largest Smart Grid event in the U.S. In 2010 he also co-chaired with the U.S. Under Secretary of Energy the inaugural GridWise Global Forum in Washington D.C., the first truly global smart grid event. Designed to be the "Davos of Smart Grid" it assembled an unprecedented international gathering of government and corporate leaders, technology innovators, legislators, regulators, consumer and environmental advocates to help accelerate the promise of modernized and expanded electric systems around the world.

Bartels serves a second term as member of the U.S. Department of Energy's Electricity Advisory Committee (EAC), comprised of 27 of the nation's top experts in electricity policy, planning and operations. He chaired the EAC Smart Grid Subcommittee during his first term, which produced a report entitled "*Smart Grid: Enabler of the New Energy Economy*", containing a set of practical policy recommendations which has helped advance the national smart grid agenda.

Bartels also serves as Vice Chairman of the New York State Smart Grid Consortium, a key public-private partnership to promote broad statewide implementation of the Smart Grid. In 2010 he joined the Board of Directors of Evergreen Energy Inc., a U.S. based publicly-traded, green energy technology company.

Bartels is a frequent speaker at industry events, is regularly quoted in major publications and appeared in numerous television programs around the world. In 2009 Earth2Tech ranked Bartels on its 'Top 15 Smart Grid Influencers' list and Greentech Media included him on The Networked Grid 100 list, a compiling of the top 100 "Movers and Shakers" of the Smart Grid. It stated "Guido is one of several people on this list who gets summoned to 1600 Pennsylvania Avenue when Obama needs to get schooled on the latest smart grid issues." In 2010 SmartGridNews.com, a renowned smart grid internet site, performed an online poll on "Who's Got the Clout? The Smart Grid's Most Powerful Men" and Bartels ranked number one.

Bartels, a Dutch citizen, earned an MBA degree in business economics from the University of Amsterdam, Netherlands. He is married, has two teenage children and currently lives with his family in Connecticut, U.S.

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