

## Colin Lamb joins Utilidata Leadership Team

*Vice President of Business Development & Product Strategy Will Extend Client Relationships and Company Roadmap*

**Providence, RI – January 8, 2019** – Utilidata®, Inc., the industry leader in energy optimization software extending from the substation to the grid edge, today announced that Colin Lamb, an industry leader with a track record of successful product development for energy customers, will join the company as the Vice President of Business Development & Product Strategy. In this role, Lamb will be responsible for driving company growth by deepening relationships with partners and clients, and helping guide the expansion of Utilidata’s optimization platform to provide greater results for customers. His background in energy product development and utility innovation will be an invaluable asset as the company [continues to expand its product suite](#).

“Colin’s the perfect addition to [Utilidata’s leadership team](#),” said Josh Brumberger, Utilidata’s CEO. “Not only is he passionate about climate change, he has firsthand appreciation of the complexities and pressures utilities face today: providing safe, affordable, and reliable power, while shifting from fossil fuels to clean, renewable sources of energy. It is Utilidata’s job to provide utilities with the tools necessary to succeed. That means our software needs to be easy for utilities to buy, deploy, and prove results. I’m excited for Colin to engage with our existing and potential clients to make sure that Utilidata is the strongest possible partner.”

Lamb has spent nearly ten years in the energy industry, leading product development teams and creating strategic roadmaps that integrate customer and community needs. Most recently, he led product strategy and development at Xcel Energy, an electric and natural gas utility headquartered in Minneapolis, MN. In this role, he was responsible for developing, piloting, and launching new customer programs, including energy efficiency and load management solutions for residential and business customers. Lamb also held senior marketing roles at Xcel, helping craft product roadmaps that were designed to meet specific client challenges. Lamb holds a Master of Public Administration from University of Oregon and is a member of Leadership Denver 2019.

“With my experience working at an industry-leading, innovative energy company, I know the unique challenges that the utility industry faces and the infrastructure that must be leveraged to make progress on big issues like energy’s contribution to climate change,” said Lamb. “With their ground-breaking technology, depth of industry experience, and commitment to creating meaningful solutions for energy providers and their customers, Utilidata is going to change the industry. I am very excited to join a company that is so focused on both innovation and customer success.”

To learn more about Utilidata and its industry-leading grid optimization products, visit [www.utilidata.com](http://www.utilidata.com).

### **About Utilidata®, Inc**

Utilidata®, Inc., an energy software company backed by leading venture capital firms, is the industry leader in energy grid optimization. The company’s patented technology captures real-time signals from the electric grid and provides actionable insights to save energy, integrate distributed energy resources, and better detect grid anomalies. The company is headquartered in Providence, Rhode Island. For more information, please visit [www.utilidata.com](http://www.utilidata.com) or follow @Utilidata on Twitter.