

## ScottMadden to Release Semi-Annual Energy Industry Update and Host Free Webcast to Highlight Key Topics

**ATLANTA, GA – (April 5, 2016)** – ScottMadden, Inc., one of North America’s leading energy consulting firms, will release its semi-annual Energy Industry Update in April. This publication offers our inside view of major events and emerging trends in the energy industry and is received by more than 10,000 industry leaders.

Themed “Neither Fish nor Fowl,” this issue will focus on strategic drivers that are propelling, and challenging, our industry. We will offer insights on topics like the energy transitions in Texas and Hawaii, the role of the utility, and cybersecurity:

- A review of the energy transitions in Texas and Hawaii. We will examine how increasing amounts of distributed resources are affecting the traditional electric utility business model and operations. How can utilities anticipate and respond to evolving customer interest? We will discuss what is happening on the ground in these states based on our recent fact-finding trips with senior utility executives
- Insights on the role of the utility, looking at the traditional functions of the utility. What could be changing? What are the implications for customers and the utility business?
- A look at cybersecurity as information technology (IT) and operational technology (OT) networks are converging. What are the challenges for this model? How can companies address these challenges?

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To request an advanced copy of the Update or to schedule an interview with one of our thought leaders, please [contact us](#).

To coincide with the release of the report, ScottMadden will join forces with Energy Central to present an interactive webinar, “[ScottMadden’s Energy Industry Update – Neither Fish nor Fowl](#),” on Friday, April 29, 2016, from 1:00–2:00 PM EDT. During this free session, our industry experts will share their views and field questions related to the energy transitions in Texas and Hawaii and cybersecurity IT/OT. Join us to hear from [Marc Miller](#), partner and public power and electric cooperatives practice leader at ScottMadden; [John Pang](#), partner at ScottMadden; and [Jon Kerner](#), partner and IT practice leader at ScottMadden. [Stuart Pearman](#), partner and energy practice leader, will serve as the webcast moderator.

For more than a decade, the ScottMadden Energy Industry Update has served as the catalyst for strategic discussion, debate, and decisions. More than 10,000 executive leaders rely on it for the most important trends and thought-provoking insights.

### About ScottMadden’s Energy Practice

We know energy from the ground up. Since 1983, we have been energy consultants. We have served more than 300 clients, including 20 of the top 20 energy utilities. We have performed

more than 2,400 projects across every energy utility business unit and every function. We have helped our clients develop strategies, improve operations, reorganize companies, and implement initiatives. Our broad and deep energy utility expertise is not theoretical—it is experience based.

**About ScottMadden, Inc.**

ScottMadden is the management consulting firm that does what it takes to get it done right. Our practice areas include Energy, Clean Tech & Sustainability, Corporate & Shared Services, and Grid Transformation. We deliver a broad array of consulting services ranging from strategic planning through implementation across many industries, business units, and functions. To learn more, visit [www.scottmadden.com](http://www.scottmadden.com) | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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Media contact:

Mary Tew

[marytew@scottmadden.com](mailto:marytew@scottmadden.com)

919-714-7628