

## ScottMadden Highlights Growth in the Southeast Clean Tech Industry at Annual UNC Clean Tech Summit

**ATLANTA, GA – (March 13, 2018)** – ScottMadden, Inc., one of North America’s leading energy consulting firms, recently joined industry leaders at the UNC Clean Tech Summit. This conference focused on the latest innovations, trends, and challenges in the industry and explored how North Carolina is playing a key role in leading the way to a green global economy.

How is North Carolina staying ahead of the national trends and challenges that face the solar industry? Paul Quinlan, clean tech manager at ScottMadden, moderated a panel focused on the national trends in solar energy and their implementation in the Carolinas. Panelists from Birdseye Renewable Energy, Cypress Creek Renewables, and NC Sustainable Energy Association examined economic drivers for the different applications of solar, trends in the ways customers access solar, and developments in the technology being deployed.

“A key question for the industry is whether the increasingly higher penetrations of solar will result in operational challenges or provide long-term value to the electric system,” explains Mr. Quinlan.

How will grid investments and technology investments bring to bear a new customer engagement platform? Joshua Kmiec, manager at ScottMadden, partnered with panelists from Vote Solar, Dominion Energy, and ABB to discuss how this new program will optimize the way energy is delivered and how customers receive their information and approach their energy consumption.

“Over the past few years, we’ve seen a number of states and utilities embark of some variation of grid modernization initiatives. One of the major questions for utilities is, ‘In what ways can grid modernization investments and capabilities be utilized to engage customers and provide them with the tools to smartly and efficiently manage their energy usage?’” says Mr. Kmiec.

To learn more about how ScottMadden can support your clean technology efforts, [contact us](#).

### **About ScottMadden’s Clean Tech & Sustainability Practice**

Leveraging our energy expertise, the ScottMadden Clean Tech & Sustainability practice helps our clients effectively navigate through the quickly changing energy landscape. We specialize in assisting our clients with sustainable energy strategies and making smart portfolio choices. We work with our clients to understand and effectively utilize cleaner, renewable sources of energy, such as wind, solar, bioenergy, and nuclear. Our experienced team of energy practitioners understands the roles of energy efficiency, demand response, and storage as part of an integrated strategy. We also assist clients with sustainability, bringing an understanding of energy-unique concerns.

**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, Grid Transformation, and Rates, Regulation, & Planning. 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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