

## ScottMadden's Energy Industry Update Explores the Potential Impact of Efficient Electrification on the Electric Industry

ATLANTA, GA – (November 15, 2018) – ScottMadden, Inc., one of North America's leading management consulting firms specializing in energy, has released its latest edition of [The Energy Industry Update \(EIU\)](#). This issue of the EIU explores current thinking about electrification, which is of increasing interest to the electric and gas industries, stakeholders, and policy makers.

The electric industry foresees a growth opportunity in efficient electrification, but certain hurdles could restrain widespread electrification. Utilities and policymakers will need to carefully analyze technology applications, potential adoption rates, customers' economic trade-offs, and grid and resource implications to assess costs and benefits, both financial and environmental. This [Update](#) explores potential electrification scenarios across all major sectors of the U.S. energy system.

"Different stakeholders have different expectations and interests in electrification. What we are seeing from recent projections is that the reality—when it comes to load growth, emissions reductions, or other expected outcomes—is dependent on a number of variables that could point to the limitation, or the significant opportunity, of widespread electrification," comments Justin Stevens, director at ScottMadden.

If you were not able to join our [Energy Industry Update webcast](#), the complimentary recording is now available. Hear what our industry experts have to say about changes to grid modernization efforts around the nation, evolving federal policy toward wholesale energy infrastructure development, and opportunities for and possible trade-offs with increased electrification in this session replay. You may also hear more about their original analysis in this [new video](#).

### About ScottMadden's Energy Practice

We know energy from the ground up. Since 1983, we have served as energy consultants for hundreds of utilities, large and small, including all top 20 energy utilities. 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, 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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