



EMC brings together 400+ energy companies, utilities, marketers, vendors, and suppliers in the competitive energy industry.

Packing the agenda with the best learning and networking opportunities. at the largest and longest-running Competitive Energy conference in North America.

[www.energymarketingconferences.com](http://www.energymarketingconferences.com)

# "Mitigating Risk in Retail Energy"

EMC21

March 18-19, 2024

Houston, TX





**"I was so impressed with the attendance and quality of speakers/session content. We look forward to growing our partnership with EMC and being a resource for EMC participants on state legislation/regulations and how to advocate for retail energy markets. – Abby Foster, REAL**

**"EMC19 was awesome! Congrats on a job well done by the EMC team! We are looking forward to the next Energy Marketing Conference!"  
- Tiffany Dugar Hatchett  
Executive Director, JP Morgan Chase**

**"Thank you for everything. That was a fantastic event, and you and your team crushed it." – Brad Luna, Managing Director, Spinakr Solutions**

**"Thanks for putting on another great EMC!" - Paul Keene, CEO, of Tomorrow Energy**

**"Thanks again for everything, and congrats on running another successful EMC event in Houston." – JP Campione, Head of Marketing, Rhythm Energy**

***"EMC is the Gold Standard of our industry. Count me in!"*  
– David Visneau, Shell Energy Solutions**

***"Just wanted to drop a line to say thanks and congrats on yet another hugely successful EMC. I found the event extremely valuable and enjoyed all the sessions." - Vincent Palmeri, CEO SustainEnergy, LLC***

# HOUSTON

***Join us at the Hilton Post Oak in the Galleria!***

**[www.energymarketingconferences.com](http://www.energymarketingconferences.com)**





# EMC21 Houston, TX March 18-19, 2024

## Our Mission: Driving the Energy Industry Forward

*The Energy Marketing Conference (EMC) stands as the premier gathering for competitive energy executives in North America. Held semi-annually, EMC convenes in Houston during spring and Las Vegas in this fall. With a jam-packed two-day agenda, featuring over 60 thought leaders across a dozen sessions and panels, EMC offers an unparalleled learning experience.*

*EMC brings together hundreds of energy professionals who network during meals, enjoy receptions, and explore our bustling trade show with over 40 exhibitor booths. We aim to provide the best opportunities for learning and networking in the two major energy hubs of the country, all at an affordable price*

*The Theme of EMC21:  
“Mitigating Risk in Retail Energy”*



*Join us at the Hilton Post Oak in the Galleria!*





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***Who We Are:***

***Energy Marketing  
Conferences –***

***The absolute  
largest competitive  
energy event in  
North America***





## *Meet the EMC Team*



Jack Doueck,  
Founder & Chairman



Christina Corcoran,  
Managing Director



Ashely Murphy  
Director of Business Development



## *Meet the Advisory Board*



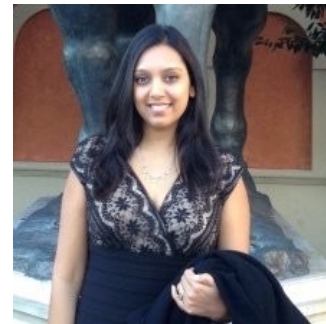
Dominique Bourda



Stephen Fernands



Ananda Goswami



Shaleen Gupta



Sammy Janowitz



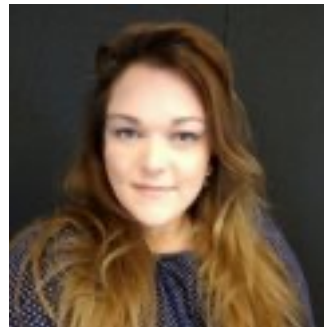
Bill Kinnery



Stephen King



Larry Leikin



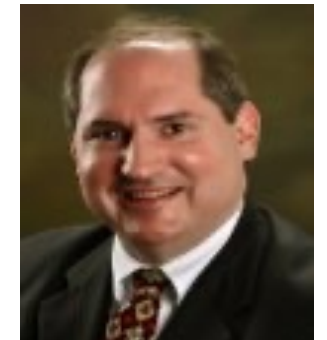
Lindsey Margiotta



Richard Rudy



Alan Schwab



Richard Spilky





*Celebrating*  
— 10 YEARS —  
**ENERGY MARKETING**  
CONFERENCES  
Engage | Educate | Empower  
a Sustainable Future

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## EMC21 By the Numbers

**1** Powerful  
Keynote Speaker  
Fireside Chat

**1** Competitive  
Supplier of the  
Year Award  
Ceremony

**1** Networking  
Breakfast

**1** Networking  
Luncheon

**2** Evening  
Cocktail  
Receptions

**3** Networking  
Breaks and a VIP  
Lounge

**6** Interactive  
Panels

**10** Pre-  
Conference  
Sessions

**10** Fastball  
Pitches

**40** Exhibitors

**50** Sponsors

**50+** Engaging  
Speakers

**100s** of  
Energy Suppliers

**400+**  
Attendees

**1 Incredibly Productive and Enjoyable Event!**



## Who Should Attend

Executives and  
Directors of  
Competitive  
Energy Companies  
& Brokers

Marketing and  
Technology Firms

Consulting and  
Customer  
Retention  
Professionals

Financial &  
Wholesale  
Providers

Renewable  
Energy and  
Energy Efficiency  
Companies

Anyone Looking  
to Learn More  
About  
Accelerating the  
Energy Transition



## ***EDUCATION:***

- ***Past Prestigious Thought Leaders***
- ***Hottest Industry-Focused Panels***
- ***Fastball Pitch Competition***
- ***Executive workshops***
- ***10 Pre-conference sessions***
- ***Monthly Newsletters of 10,000 energy industry subscribers***
- ***Webinars***





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## Some of our Past Prestigious Speakers



**EMC20**  
**Keynote Speaker**  
**Deryl Brown**  
Executive Chariman,  
Atlantic Energy



**David Black**  
CEO, Shell Energy  
Resources



**Deb Merrill**  
President, bp Energy  
Retail Company



**Paul Keene**  
CEO AT TOMORROW ENERGY



**David Visneau**  
CHIEF COMMERCIAL OFFICER (CCO) AT SHELL  
ENERGY SOLUTIONS



**Frank McGovern**  
PRESIDENT AT CLEARVIEW ELECTRIC INC



**Brittany Hirson**  
CEO AT SOUTH BAY ENERGY



**Brandon Schwertner**  
CEO OF PRIORITY POWER



**Sayun Sukduang**  
CEO ENGIE



## Our Esteemed Past Keynote Speakers



Sam Henry  
GDF Suez



James W. Lewis  
Just Energy



David Hernandez  
Liberty Power



Trey Griggs  
Calpine



Michael Fallquist  
Crius Energy



Mike Storch  
EnerNOC



Mathias Lelievre  
Engie



Jim Steffes  
WGL



Rich Blaser  
Infinite Energy



John Kiani  
Energy Harbor / First Energy



Andy Cormie  
Smartest Energy



Richard Spilky  
Constellation/RESA

## Some of our Distinguished Past Keynotes and Speakers



Todd Coffin  
Source Power



Joel Glassman  
Discount Power



Jay Harpole  
APG&E



Scott Hart  
NRG



Chris Hendrix  
Demand Control 2



Elizabeth Killenger  
NRG



David Lee  
Octopus Energy



Jeff Levine  
Great American Gas &  
Electric



James McGinniss  
David Energy



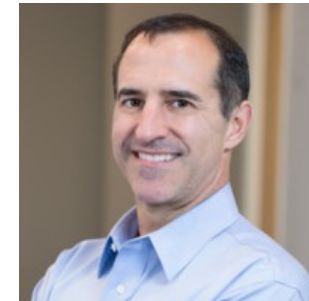
Lisa Perry  
Walmart



Paul Ring  
Energy Choice Matters



Dan Verbanac  
Constellation



Scott White  
IGS Energy



Patrick Woodson  
Green Energy Exchange



## 6 Panels

1. “Navigating Risk in Retail Energy” – Sponsored by Customized Energy Solutions
2. “How to Score a Touchdown When They Keep Moving the Goal Posts!” – Dealing with regulatory and compliance issues in a volatile world - Sponsored by CAPCO
3. FASTBALL! – Vote for your favorite of our 10 Fastball Pitchers presenting for exactly four minutes each!
4. “The Challenges and Opportunities of AI in Retail Energy” – Sponsored by Energywell
5. “Innovation and Sustainability: How to Provide Both to Retail Energy Customers” CEO Round Table:” – Sponsored by VertexOne
6. CEO Roundtable - “Mitigating Risk and Growing Top Line in Retail Energy” - Sponsored by Firefly



## Panel Description

### 1. "Navigating Risk in Retail Energy"

In the ever-evolving landscape of the energy sector, risk mitigation stands as the keystone for sustainable growth and stability. The "Navigating the Currents" panel brings together leading experts in energy procurement, hedging and trading to delve into surviving market volatility. This session will explore the latest methodologies in identifying, assessing, and managing the multifaceted risks inherent in the trading of natural gas and power. Panelists will discuss advanced analytical tools and risk assessment models that forecast market movements and help shield their operations from potential disruptions and losses. Discussions will extend to risk management strategies and tactics, from the utilization of derivatives and hedging to innovative insurance products to maximize market opportunities and provide a blueprint for attendees to understand how leading firms navigate inevitable market uncertainties.

As the energy market continues to integrate renewable sources and digital technologies, the panel will also provide a forward-looking perspective on the impact of these shifts on risk profiles and trading strategies. Attendees will leave with a comprehensive understanding of how to turn risk management into a competitive advantage.



## **2. “How to Score a Touchdown When They Keep Moving the Goal Posts!” – Dealing with regulatory and compliance issues in a volatile world**

The competitive energy industry is characterized by constant regulatory shifts. How does the retail energy supplier keep up with all the complexities of compliance within a seemingly unpredictable regulatory environment? Our panel of experts, with many years of experience in navigating regulatory affairs, will discuss proactive strategies to stay ahead in the game. They will offer insights into understanding the undercurrents that drive regulatory changes and how to anticipate and respond to these shifts effectively. Panelists will share case studies highlighting successful navigation through major regulatory overhauls and offer practical advice on building flexible compliance frameworks that can withstand the pressures of a volatile world. Attendees will gain a comprehensive playbook of best practices and innovative approaches to ensure they not only meet the current regulatory standards but are also prepared to adapt to future changes. This panel is a must-attend for professionals looking to turn regulatory challenges into a competitive advantage.

## **3. “FASTBALL! – Vote for your favorite of our 10 Fastball Pitchers presenting for exactly four minutes each!”**

Fastball offers a unique opportunity for vendors to pitch their new products or services to a highly targeted audience of industry experts, decision-makers, and potential customers who may be actively seeking new products and services. With just a 4-minute pitch, they can make a lasting impression and generate valuable leads for their business. Don't miss this fast and fun round.

## 4. “The Challenges and Opportunities of AI in Retail Energy”

Join us for a thought-provoking session featuring five esteemed panelists, each a recognized thought-leader in the competitive energy industry.

Our expert panel will delve into the intricate landscape of AI and its applications in the retail energy space. From marketing strategies to energy procurement, hedging, risk management, regulatory compliance, customer billing, and back-office administration, our panelists will share their insights and experiences on successfully navigating the challenges posed by AI. The session aims to provide valuable perspectives on how AI can be harnessed effectively to enhance various facets of retail energy operations. From addressing pitfalls to seizing opportunities, our panelists will offer practical advice and real-world examples that attendees can apply in their own organizations.

Energywell’s sponsorship ensures that this panel remains at the forefront of discussions surrounding the integration of AI in the energy industry. Don’t miss the chance to gain a deeper understanding of the role AI plays in shaping the future of retail energy and learn how your organization can leverage this transformative technology for success.

Join us for an enlightening discussion that promises to equip you with the knowledge needed to navigate the evolving landscape of AI in retail energy



## 5. "Innovation and Sustainability: How to Provide Both to Retail Energy Customers"

Two major trends in retail energy are continuous innovation and sustainability solutions. This dynamic panel will include five energy thought leaders who will share their invaluable insights on both these trends and how they present opportunities for suppliers in this energy transition.

As the energy landscape undergoes a significant transition, these industry leaders will explore the opportunities and challenges inherent in running successful energy businesses committed to continuous innovation and sustainable practices.

Our panelists will delve into the strategies and initiatives that have propelled their companies to the forefront of the retail energy industry. From groundbreaking technologies and product offerings to forward-thinking innovation, attendees can expect to gain a comprehensive understanding of the evolving retail energy market.

### Key Topics Include:

1. **Innovative Business Models:** Explore novel approaches to retail energy that go beyond conventional strategies, focusing on inventive business models that have proven successful in today's dynamic market.
2. **Technological Advancements:** Learn about the latest technologies transforming the retail energy landscape, and how these innovations are driving operational efficiency, customer engagement, and overall business success.
3. **Sustainability as a Core Value:** Understand how leading energy businesses are integrating sustainability into their products, services and core values as they foster a commitment to environmental responsibility.
4. **Customer-Centric Approaches:** Gain insights into customer-centric approaches that enhance user experiences, build brand loyalty, and drive sustained growth in a competitive market.

By attending this panel, participants will not only gain a deep understanding of the current retail energy landscape but also acquire actionable insights to position their businesses for success in an era defined by continuous innovation and revolutionary sustainability. Don't miss this opportunity to engage with industry leaders and shape the future of retail energy!

## 6. CEO Round Table: “Mitigating Risk and Growing Top Line in Retail Energy”:

In an industry characterized by rapid change and increasing complexity, the dual objectives of risk mitigation and revenue growth remain paramount. Our CEO Round Table will feature visionary leaders in the competitive energy space who will share their focused strategies balancing the scales between growth, profitability and risk.

This session will draw on the unique perspectives of CEOs who have successfully navigated the volatile waters of retail energy. Together, they will unpack the art and science of growing the top line in a market where consumer demands, regulatory environments, and competitive landscapes are in constant flux.

Our panelists will share insights into crafting resilient business models that absorb shocks and seize opportunities, from diversifying product offerings to innovative customer engagement techniques. They will discuss the importance of agile decision-making frameworks, sophisticated risk assessment tools, and the integration of sustainable practices into core business strategies.

This CEO Round Table is a convergence of thought leadership, offering a rare glimpse into the strategic mindsets driving the future of retail energy. Attendees can expect to walk away with a nuanced understanding of risk management, growth strategies, and the leadership acumen required to thrive in today's dynamic energy marketplace.



## Pre-Conference Breakout Sessions .

- Session #1 – Presented by Blackhawk Networks
- Session #2 – Presented by Lubbock
- Session #3 – Presented by Smart Energy Consumer Collaborative
- Session #4 – Presented by Schulte Roth + Zabel
- Session #5 – Available
- Session #6 – Presented by JP Morgan Chase
- Session #7 – Presented by VertexOne
- Session #8 – Presented by ESG
- Session #9 – Available
- Session #10– Presented by CG Infinity







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## EMC Yearly Awards:





## ***NETWORKING and BRAND BUILDING:***

### ***Professionals You will Meet at EMC:***

- ***Energy Brokers, Wholesale and Retail Energy Suppliers***
- ***Renewable Energy Companies***
- ***Service Providers***
- ***Regulatory agencies, utilities, schools, non-profits***
- ***The largest consumers of energy in the USA***



## Community Profile

### Professionals You will Meet at EMC:

- **Energy Brokers, Wholesale and Retail Energy Suppliers**
- **Renewable Companies (solar, wind, energy efficiency, EV...)**
- **Service Providers (marketing, telecom, technology, financial, consulting, retention, accounting, attorneys, investment banking)**
- **Regulatory agencies, utilities, schools, non-profits**

## EMC Conferences Benefits:

- **Two networking receptions with over 400+ attendees**
- **Ten pre-conference sessions**
- **Five Networking focused times that include breakfast, lunch, (2) morning breaks, and (1) afternoon break**
- **Six-panel sessions delivering industry over 50+ thought leaders to educate and engage our audience**
- **10 Fastball pitches, with the winner receiving a prize**
- **One Leadership & Integrity Award**
- **40+ competitive energy-focused vendors exhibiting**
- **50+ competitive energy-focused sponsors supporting the industry**
- **Subscription to monthly industry newsletter**





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## “ What our Attendees are Saying ”

"#EMC has been the cornerstone of our Sales and Marketing efforts enabling us to reach a highly targeted gathering of influential Retail Energy Professionals (#REP). Definitely a "Go To" event for us! – Dan Sullivan, CEO, eIQ Digital

“Very nice conference today. You got great attendance and a really good variety of panelists. Many thanks...”  
- Heather Farber, NRG Residential Solutions

"Thank you for everything. That was a fantastic event, and you and your team crushed it!" -  
Brad Luna, COO, Spinakr Solutions

“We had an awesome experience at #EMC in Houston!”  
– John Negus, Sr. Consultant, DNV

"What a great conference! As a startup exec in the clean energy space, it was a perfect opportunity to hear from and network with everyone we'd want to partner with. Thanks for making it happen! Looking forward to the next one.” – Scott Rosenberg, Co-Founder, 257

"I was so thrilled to be back at EMC in Houston to support our partners and our energy clients. The event always brings great people together, but the pre-conference panels really energized everyone and the conference sessions packed the house. Hands down one of the best events of the year.” - Mark Wilkinson, SVP Products and Utility Solutions, ibex Digital



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## For More Information Contact:

Jack Doueck, Founder  
[JD@advancedenergycap.com](mailto:JD@advancedenergycap.com)

Christina Corcoran: Managing Director  
[Christina@EnergyMarketingConferences.com](mailto:Christina@EnergyMarketingConferences.com)

Ashely Murphy, New Business Director  
[Amurphy@energymarketingconferences.com](mailto:Amurphy@energymarketingconferences.com)

