

## **Dr Philip Lewis**

### **Founder and CEO, VaasaETT**

Dr Lewis is a World leading expert in customer behaviour and psychology as well as customer focused marketing, competition, service and smart issues in the energy utilities (electricity and gas) market globally. He has conducted research and strategic support in over 60 markets in five continents for over 500 utilities and other energy related organizations, relating to every competitive market since full retail competition.

Concerning competition Dr Lewis is the original source of Europe's definition of switching and Europe' and has led VaasaETT to be the world's leading source of data and analysis on switching and loyalty trends and dynamics; Europe's leading source of up-to-date retail price data; and a top international source of other market monitoring analysis. Dr Lewis also edited and co-wrote the World's first book detailing liberalization experiences globally - 'The Energyforum Global Report' - and has for many years been a co-writer of Capgemini's European Energy Markets Observatory, and other influential public reports. Dr Lewis has led numerous major national and Europe wide benchmarking projects for European regulators and governments and is currently leading the Nordic Regulators' (NordREG) public consultation research report mapping market entry process and barriers.

Concerning smart energy issues, Dr Lewis is a board member and one of the four original founders of the Smart Energy Demand Coalition (SEDC), taking VaasaETT to become probably the World's leading source of demand side programme analysis. Recent public projects include the Ventyx/ABB Smart Grid 2013 Global Impact Study; the World's first (co-written) state-level smart grid implementation and the (partnered) EU funded ADVANCED project in partnership with ENEL, RWE, Iberdrola, ERDF.

Dr Lewis is a reviewer for the International Journal of Energy Sector Management, a faculty member for the Diploma of Advanced Studies programme in Renewable Energy Management at the University of St Gallen Executive School in Switzerland, an advisory committee member of Metering International, and a former editorial board member of of the European 'Energy Efficiency' Journal.

Dr Lewis was formerly head of Marketing Research and Analysis for the UK based retailing subsidiary of (formerly) Amoco (Now BP Amoco) and Seaboard (now EDF Energy), during the onset of competition in the British retail energy market,