



**Media Contact:**  
Annie Haas  
Smart Grid Consumer Collaborative  
404-210-1349  
[Annie.Haas@SmartGridCC.org](mailto:Annie.Haas@SmartGridCC.org)

## **SGCC's Patty Durand Selected as one of the "Fierce"-est Women in Energy**

*Patty Durand recognized for her work to shape consumer perception of smart grid*

**ATLANTA – Nov. 7, 2012** – As the Executive Director of the Smart Grid Consumer Collaborative (SGCC), Patty Durand works tirelessly to drive and measure consumer awareness and understanding of the nation's ever-advancing electric system. And yesterday she was recognized for her efforts by being named one of FierceEnergy's "Fierce"-est Women in Energy.

Durand was named one of the "Fierce 15" – a group of 15 women from across the U.S. recognized with the honor, which "pays tribute to those female executives who are guiding the growth of the energy industry via their passion, drive, dedication, energy, leadership, knowledge and experience," according to FierceEnergy Editor Barbara Vergetis Lundin.

Under her leadership, the SGCC has spearheaded a series of thought-provoking consumer research studies and has used that learning to organize a comprehensive smart grid branding and educational effort. Durand also has grown the organization's membership by more than 50 percent since she took the helm in January 2011.

Before joining the SGCC, Durand worked for Georgia Tech, where she focused on smart grid research. Durand also served as the Executive Director for the Georgia Chapter of the Sierra Club where she focused on energy policy and programs. She also serves on the Board of the Smart Grid Society for the Technology Association of Georgia.

To view the entire article visit: [Power Suits: The "Fierce"-est Women in Energy - FierceEnergy](http://www.fierceenergy.com/special-reports/power-suits-fierce-est-women-energy#ixzz2BYAsrMC7)  
<http://www.fierceenergy.com/special-reports/power-suits-fierce-est-women-energy#ixzz2BYAsrMC7>

# # #

### **About the Smart Grid Consumer Collaborative**

The Smart Grid Consumer Collaborative (SGCC) is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a consumer-friendly and consumer-safe smart grid. Learn more at [www.smartgridcc.org](http://www.smartgridcc.org).