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**Smart Energy Consumer Collaborative Welcomes
Jason McGrade as New Deputy Director**

Utility industry veteran and active participant on SECC's committees joins nonprofit's leadership team

ATLANTA – Aug. 5, 2021 – The [Smart Energy Consumer Collaborative](https://www.smartenergycc.org) (SECC), a nonprofit organization researching and educating energy consumers in the U.S. and Canada, today announced that Jason McGrade joined the organization this week as the new deputy director.

McGrade joins SECC from Touchstone Energy® Cooperatives, the national brand for electric cooperatives across the United States, where he worked for over a decade, most recently as a senior program manager. In this role, he drove strategic planning efforts, produced events and webinars, led market research initiatives and served as staff liaison for several stakeholder committees.

During his time at Touchstone Energy, McGrade was also an active participant in SECC's Research and Education & Outreach Committees, providing valuable support particularly for the "Beneficial Electrification: The Voice of the Consumer" [report](#) published in 2020.

"As a veteran of the utility sector and regular contributor to SECC's committees over the past several years, Jason is an excellent fit to serve as SECC's new deputy director," said Nathan Shannon, SECC's President & CEO. "I look forward to working alongside him to deliver on our mission to learn about consumers' needs and help them benefit from smart energy technologies."

In his new position as SECC's deputy director, McGrade will play a key role in producing SECC's research reports and consumer education materials. He will also lead the development of the agendas for SECC's conferences, including the 2021 Members Meeting & Fall Workshop on Nov. 16-17 in Atlanta. Members are invited to join him by registering at no cost [here](#).

To learn more about SECC, visit www.smartenergycc.org or follow [@seconsumer](https://twitter.com/seconsumer) on Twitter.