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**Smart Energy Consumer Collaborative Names
Six New Directors to Board for 2022**

Utility industry veterans bring wealth of experience to nonprofit's governing board

ATLANTA – Jan. 12, 2022 – The [Smart Energy Consumer Collaborative](#) (SECC), a nonprofit organization researching and educating energy consumers in the U.S. and Canada, today announced that six utility industry executives have been named to the organization's Board of Directors.

SECC's [governing board](#) is comprised of 15 members who represent utilities, consumer advocacy organizations, technology companies and other industry stakeholders, along with SECC's president and legal counsel. The Board of Directors has staggered terms, with approximately half of the directors elected each year to a two-year term.

The following six directors have recently been elected by SECC's [membership](#) to serve alongside the continuing board members:

Jeff Adams is a senior vice president in charge of ICF's Commercial Energy Customer Engagement practice, where he oversees the delivery of holistic but customer-centric solutions for large and complex residential, commercial and industrial programs for electric and gas utilities.

Victoria (Busch) Bussey is a marketing manager with Ameren Illinois' Customer Experience business segment. She leads the marketing and co-worker communications strategy to facilitate electric vehicle adoption and charging capacity.

Jonathan Coons is the director of marketing and e-commerce at EFI. He brings over 15 years of e-commerce, digital, traditional and demand response marketing experience to his role.

Laura Cornish is a group product manager in Uplight's Activate Product Line. She is an outstanding strategic thinker, having demonstrated success in the tactical execution of product management and customer success.

Branndon Kelley is senior vice president of technology and chief information officer at American Municipal Power. He has more than 20 years of experience providing vision, leadership, governance and execution for technology programs, projects and departments.

Dave Reim is the president and co-owner of Questline, Inc. He is seasoned veteran in the energy utility industry with over 30 years of experience. His focus and knowledge reside primarily on the wants and needs of energy utilities.

“The new six board members bring a wealth of experience to our organization,” said Nathan Shannon, SECC’s President & CEO. “I look forward to working alongside them and the rest of the board to deliver on our mission to learn about consumers’ needs and help them benefit from smart energy technologies.”

In addition to the new board members, Jonathan Bach, current board member and manager of strategic partnerships and ventures at Xcel Energy, was recently named vice chair of the board, where he will serve alongside SECC’s Board Chairman Lincoln Wood, the electrification policy manager for Southern Company.

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