



#1



**APOGEE<sup>®</sup>  
INSTITUTE**

# TOP FIVE TRENDS IN CUSTOMER ENGAGEMENT 2021



**Jim Malcom**, Chief Operating Officer and Executive VP, Apogee Interactive, Inc.

Jim Malcom oversees the business and financial operations of the company. His senior management experience in the telecommunications and management consulting industries is providing strategic direction for Apogee's continued growth and success. Malcom brings more than 20 years in corporate finance and accounting to Apogee, which began with the firms KPMG and Ernst & Young in Atlanta. His career steadily expanded to include senior posts as chief financial officer, corporate controller, vice president, and treasurer for such area companies as Heidelberg USA, LecStar Telecom, and Powertel. He is a graduate of the University of Georgia with a bachelor's and master's degree in business administration, a certified public accountant, and a chartered global management accountant.



**Sydney Roberts Ph.D.**, Technology Director, Apogee Interactive, Inc.

Sydney G. Roberts, Ph.D. is the Technology Director at Apogee Interactive, the industry leader in utility customer engagement solutions. Dr. Roberts has created and launched successful energy efficiency and building performance research programs with utility, government/municipal, corporate, and academic partners, and is recognized as one of the country's foremost leaders in building science and home performance. Sydney is passionate about empowering citizens, business owners, and utilities to make informed choices for their energy futures. Dr. Roberts is Chair of the Board of Directors of the Building Performance Association.



**Nils Frenkel**, VP of Sales, Apogee Interactive, Inc.

Nils has over 15 years of experience in business development leadership across multiple industries and leads the Apogee's new business and client success teams. He is responsible for continuing the surge of momentum created by Apogee's timely positioning at the utility-customer interface. Prior to working with Apogee, Nils was working at Navigant (now Guidehouse), a global provider of consulting services. While at Guidehouse, Nils was a Director in the Energy Practice working with utilities on their DER, Energy Efficiency, Sustainability, and Digital strategies. He has also held leadership roles at Frost & Sullivan and PeopleXS in North America, Europe, and Asia. He has a BA in business administration from the University of Lincoln, U.K., and a graduate degree from the International Business School in Bad Nauheim, Germany.



- ▶ Software as a Service (SaaS) provider focused on three major utility initiatives:



Customer Engagement



Customer Satisfaction



Program Participation

- ▶ Best in class Data Analytics
- ▶ Providing Consistency, Building Customer Trust

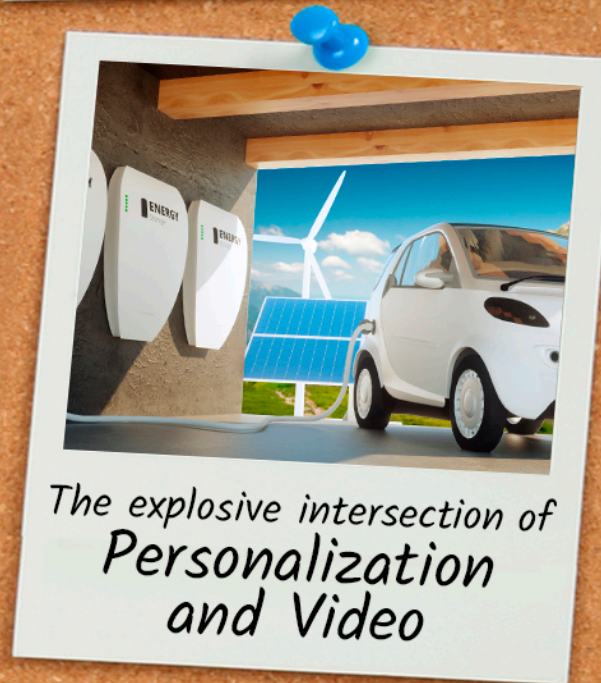


**Who We Are**  
Leading the market in customer engagement

In our **27<sup>th</sup>** year

Serving  
**HUNDREDS**  
of utilities, reaching  
**MILLIONS**  
of customers

# AGENDA



Apogee Institute Presents:

# **Top Five Trends in Customer Engagement 2021**

*“The centerpiece to success going forward will be a mindset that the customer is not just an energy consumer but is a **key** energy partner.”*



# #1 Decarbonization



**#2**

## Aligning Rates and with Costs and Carbon



# #3 Spotlight on Energy Equity





#4

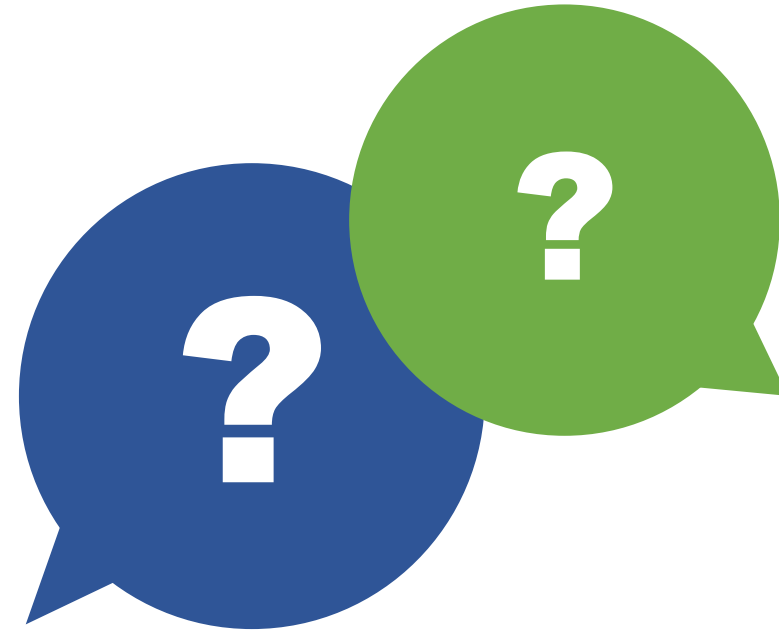
# Big Data Produces Big Results



#5

# The Explosive Intersection of Personalization and Video

# Any Questions



# Upcoming Webinars



**MARCH 25, 2021 – 2:00PM EST**

## ***“THE RATES...THEY ARE A CHANGIN’”***

Join Apogee’s **Joel Gilbert**, P.E. and The Brattle Group’s **Ahmad Faruqui**, Ph.D. Economics for an exclusive one-hour webinar on “the wild side” and the “must do” in the frontier of electric and natural gas rate design. Is a demand rate realistic? Does cost-of-service still dictate rate design? Is this even about customer choice any longer or is it more about financial stability?

---

Visit [apogee.net/webinars](https://apogee.net/webinars) to explore upcoming and past webinars.

# Contact Us



**Karen Morris,** Marketing Manager

info@apogee.net

678-684-6801

**apogee.net**

# Get **Social** with Apogee!



[facebook.com/APOGEEInteractive/](https://facebook.com/APOGEEInteractive/)



[twitter.com/apoweb](https://twitter.com/apoweb)



[linkedin.com/company/apogee-interactive](https://linkedin.com/company/apogee-interactive)





**Jim Malcom**

[jmalcom@apogee.net](mailto:jmalcom@apogee.net)

678.684.6820

**Sydney Roberts**

[sroberts@apogee.net](mailto:sroberts@apogee.net)

404.625.6714

**Nils Frenkel**

[nfrenkel@apogee.net](mailto:nfrenkel@apogee.net)

210.663.4503

Thank You!