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**Smart Energy Consumer Collaborative Adds Four New Directors to Board**

*Utility industry veterans bring wealth of experience and knowledge on the needs and wants of today's energy consumers*

**ATLANTA – January 12, 2023** – The [Smart Energy Consumer Collaborative](#) (SECC), a nonprofit organization researching and educating energy consumers in the United States and Canada, today announced that four new utility industry executives have been named to the organization's Board of Directors.

SECC's [governing board](#) is comprised of 18 members who represent utilities, technology companies, consumer advocacy organizations, consulting firms and other industry stakeholders, along with SECC's president and legal counsel. The Board of Directors has staggered terms, with approximately half the directors elected each year to two-year terms.

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

**Laurence Daniels, Esq.** is currently the assistant people's counsel for the [Office of the People's Counsel – DC](#). He has an extensive background in the electric and telecommunications industries, and since January 2000, he has worked for the Office as a regulatory attorney advocating on behalf of utility consumers. During his tenure with the Office, he has represented consumers' interests in several rate cases and the smart grid pilot program, PowerCentsDC.

**Seth Little** brings years of cross-sector energy efficiency program experience and a passion for accelerating the energy transition to his role as residential practice director at [CLEAResult](#). In addition to leading standardization and innovation for CLEAResult's residential portfolio, he also currently serves as a subject matter expert for virtual operations, home energy assessments, energy advising and digital engagement.

**Kelsey Lawhead** joined [Electricities of North Carolina](#) in 2016 as a product development specialist and is currently the manager of program and product development. During her tenure, she has led the launch of NC Public Power's retail customer survey, an annual research project to

benchmark customer preferences, satisfaction and growing program interest, and served as project lead for the association's new member management system.

**April Pinkston** is the director of strategic administration and transformation at [Oncor Electric Delivery](#). She has been employed by Oncor for over 20 years and is currently responsible for leading the development and execution of the transformation and sustainability initiatives in Technology Measurement and Customer Engagement (TMC) and throughout the company.

“These new board members bring a wealth of knowledge about today's energy consumers to our organization,” said Nathan Shannon, SECC's President & CEO. “I look forward to working with them in the coming years as we continue to deliver on our mission to learn about consumers' needs and empower all consumers to benefit from smart energy technologies.”

Join the newly elected board members at SECC's upcoming in-person event, the 2023 Consumer Symposium, which will be co-located with DISTRIBUTECH International in San Diego. More information about the one-day event can be found on SECC's [website here](#).

### **About the Smart Energy Consumer Collaborative (SECC)**

The Smart Energy Consumer Collaborative (SECC) is a 501(c)(3) nonprofit organization that works to learn the wants and needs of energy consumers in North America, encourages the collaborative sharing of best practices in consumer engagement among industry stakeholders, and educates the public about the benefits of smart energy and energy technology. To learn more, visit [www.smartenergycc.org](http://www.smartenergycc.org) or follow our Company Page on [LinkedIn](#).