

Kari L. Hyde, Vice-Chair
Manager, Customer Strategy and Programs – ENMAX Power



Kari Hyde has an incredibly diverse background with more than 20 years' combined experience in the energy sector. She is focused on the energy transition through customer experience design, regulatory and policy advocacy and strategic innovative initiatives. Kari has deep knowledge and insight of the Alberta utilities market construct from generation through delivery and is known for her outstanding communication, leadership, analytical and customer service skills.

Kari's leadership abilities, industry knowledge and career background make her an ideal Board Member for the Alberta Energy Efficiency Alliance (AEEA) Board of Directors. She works collaboratively with other board members and her large network of power industry professionals to advocate for Demand Side Management programming, and more specifically, advocating for and driving conversations with peer utilities, consumer

organizations, industry groups and other key stakeholders in addressing the need for integrating all forms of DSM, including non-wires solutions into the utility system.

Kari's role as Manager, Customer Strategy and Programs is part of the strategic innovation portfolio at ENMAX Power. Kari leads the creation of a customer insights function and internal and external programs, that enhance customers' relationship with electricity and ENMAX Power. Kari's past roles working for organizations including FortisAlberta, Deloitte and Pengrowth Energy Corp., provide her with a breadth of knowledge in the changing energy landscape, including new technology adoption and evolving customer expectations.

Kari's previous board experience comprises voicing Pengrowth Energy's interests as a Board of Director for the Industrial Power Consumers Association of Alberta (IPCAA) of Alberta, representing 35% of total industrial power load within the province.