

Marketing Advisory Committee (MAC)

- [LF Energy Marketing Advisory Committee](#)
- [Member Representatives \(bold indicates voting member\)](#)
- [Meeting Details](#)
- [Meeting Minutes](#)

LF Energy Marketing Advisory Committee

MAC Overview

1. The Outreach Committee will include one appointed voting representative from each Strategic Member. Each General Member may appoint a non-voting representative to observe and contribute ideas to the Outreach Committee.

2. The Outreach Committee will be responsible for the design, development and execution of community outreach efforts on behalf of the Governing Board. The Outreach Committee is expected to coordinate closely with the Governing Board and technical communities to maximize the outreach and visibility of the Technical Project throughout the industry.

3. The Governing Board may appoint a chairperson of the Outreach Committee or delegate responsibility for selecting a chairperson to the Outreach Committee. The Outreach Committee chairperson will be responsible for reporting progress back to the Governing Board. The Outreach Committee chairperson may attend meetings of the Governing Board, but, unless the Outreach Committee chairperson is a member of the Governing Board, the Outreach Committee chairperson will not attend as a voting member of the Governing Board.

Additional information found in the [LF Energy Charter](#).

Member Representatives (bold indicates voting member)

Name	Company/organization
Daniel Lazaro	AVEVA
Jonas van den Bogaard	Alliander
Chris Xie (Chair)	Futurewei
Mark Caine	Google
Matt Fawcett	Carbon Co-op
Christophe VILLEMER	Savoir-faire Linux
VACANT	Microsoft
Louisa Durkin	Open Earth Foundation
Nate Kinsey	UtilityAPI
Sarah Emery	WattCarbon
Aarathi Thyagarajan / Christian DeFeo	Shell
Morten Småstuen	Statnett SF
Sheii Lindley	Recurve Analytics
Tim Krentz	Vanderbilt University
Jessica Ridlen	Utilidata
Ralf Geßwein / Robert de Leeuw	PIONIX GmbH
Katia Di Pace	Areti
Boris Dolley	RTE
Fabian Kolley	d-fine
Len Dieterle / Stephanie Jackman	Aspen Technology
Emily Webster	Open Climate Fix

If you are an LF Energy member who does not have a representative currently on the MAC, complete this [form](#) by selecting "Marketing/PR" then "Add or Change Marketing Committee Member", and then typing your requested change or addition into the prompt.

Meeting Details

Outreach meetings are held the fourth Thursday of each month, from 7:00 am - 8:00 am US Pacific Time.

Meeting Minutes

- January 26, 2023 [Deck](#) / [Minutes](#) / [Recording](#)
- February 23, 2023 [Deck](#) / [Minutes](#) / [Recording](#)
- March 23, 2023 [Deck](#) / [Minutes](#) / [Recording](#)
- April 27, 2023 [Deck](#) / [Minutes](#) / [Recording](#)
- May 25, 2023 [Deck](#) / [Minutes](#) / [Recording](#)
- June 22, 2023 [Deck](#) / [Minutes](#) / [Recording](#)
- July 27, 2023 [Deck](#) / [Minutes](#) / [Recording](#)
- August 24, 2023 [Deck](#) / [Minutes](#) / [Recording](#)
- September 28, 2023 [Deck](#) / [Minutes](#) / [Recording](#)
- October 26, 2023 [Deck](#) / [Minutes](#) / [Recording](#)
- November 30, 2023 [Deck](#) / [Minutes](#) / [Recording](#)
- January 25, 2024 [Deck](#) / [Minutes](#) / [Recording](#)
- February 29, 2024 [Deck](#) / [Minutes](#) / [Recording](#)
- March 28, 2024 [Deck](#) / [Minutes](#) / [Recording](#)
- April 25, 2024 [Deck](#) / [Minutes](#) / [Recording](#)