

CHARGE

POWERING
ENERGY BRANDS

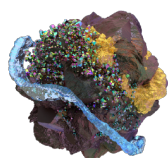
Transforming Energy's Reputation
CHARGE North America
The Ion, Houston, 28-29 May

Wednesday 28 May 2025

Time (CTZ) 3.00pm	Registration at Ion Forum in Rice University’s Innovation District Enjoy a cup of coffee	
3.30pm-4.30pm	Workshop –What is energy branding? Dr Fridrik Larsen, Founder, CHARGE/brandr Index	Roundtable - Brand Rebels: Leading Change Will Bosanko, UK & Europe CEO, Brandpie
4.30pm-5.30pm	Workshop – Turning employees into your brand champions: Building a powerful employer brand Dr Fridrik Larsen, Founder, CHARGE/brandr Index	
6.00pm-8.00pm	Enjoy an immersive mini golf experience while connecting with fellow CHARGE delegates at The Puttery.	

Thursday 29 May 2025

Time (CTZ) 08.30am	Registration at Ion Forum in Rice University's Innovation District Enjoy a cup of coffee and light breakfast before the day begins	
9.00am	Welcome addresses Dr Fridrik Larsen, Founder, CHARGE/brandr Index	
9.05am- 9.20am	Political winds and energy: Commentary on the current landscape in North America Join us for a fireside chat on navigating the regulatory environment. Interviewee: Commissioner Tim Echols, Vice Chair, Georgia Public Service Commission Interviewer: Rob Cantrell, CEO, Atlantic Energy	
9.25am-9.40am	Nuclear: From black sheep to the golden child of the energy family Strategies for transforming nuclear generation from a contentious topic to a potential “golden child” in the transition to a sustainable energy future. Interviewee: Charles Oppenheimer, Founder, The Oppenheimer Project & Energy Ventures Interviewer: Dr Fridrik Larsen, Founder, CHARGE/brandrIndex	
09.50am-10.00am	Positioning energy as a force for positive change Energy is no longer just a commodity—it's a driving force for global transformation. In this session, we'll explore how the energy sector can position itself as a catalyst for positive societal, environmental, and economic change.	



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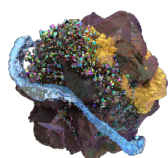
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10.00am-10.30am	<p>Bridging culture tensions: How CMOs drive employee experience</p> <p>As the role of the CMO continues to evolve, one shift is becoming clear: marketing leaders are applying their unique skills to increasingly shape not just customer experience, but employee experience too. Expect a dynamic discussion on how storytelling, digital, and the power of brand—once applied solely to external audiences—are now essential for internal communications and culture-building.</p> <p>Moderator: MaryLee Sachs, Co-Founder, US CEO, Brandpie Joe Paluska, CMO, Commonwealth Fusion Systems Chris Guerrero, GM Customer Integration & Marketing, Shell Energy James Smith, Chief Marketing Officer, APG&E</p>
10.30-11.00am	Networking coffee break
11.00am-11.20am	<p>Tomorrow's energy customer: How can you better serve them?</p> <p>Younger customers are beginning their engagement with energy providers with a wildly different set of needs, preferences, and expectations than older customers. This session will explore these needs, preferences, and expectations and provide data-driven insights into how you can create value by responding to them.</p> <p>KC Boyce, Vice President, Escalent</p>
11.25am-11.55am	<p>Getting to know the energy customer of today and tomorrow</p> <p>In this unique session, a dynamic mix of college-age speakers and seasoned industry veterans will come together for a candid conversation about what tomorrow's energy consumers are seeking today, and what their evolving expectation look like tomorrow. Understanding the evolving expectations of future customers and employees—especially the younger, college-age generation—is key to success.</p> <p>Moderator: Brittany Hirson, CEO, South Bay Energy Brian Marin Silva, Professional MBA student, Rice University Natalia Fairuzov, Professional MBA student, Rice University</p>
12.00pm-12.15pm	<p>Securing competitive advantage: Unlocking customer value in the B2B energy sector</p> <p>This session will equip senior executives with the strategic insights needed to bridge critical gaps in customer engagement and value creation. Through a structured approach, participants will gain guidance on measuring and optimizing customer value using the CVITM score, with a sector-specific analysis and competitive benchmarking. Join us for actionable strategies that drive customer-centric growth in the B2B energy sector.</p> <p>Dr Vikas Mittal, J. Hugh Liedtke Professor of Marketing, Rice University</p>
12.15pm – 12:30pm	The CEO's Playbook: Brand strategies for a changing energy landscape

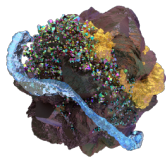


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	<p>Since the Texas retail energy market's inception in 2002, the landscape has undergone seismic shifts—changing regulations, evolving customer expectations, and technological advancements have redefined the industry. Whether you're a startup or an industry veteran, this conversation will provide valuable strategies for building resilient, customer-centric brands in an ever-changing energy market.</p> <p>Interviewee: Neville Ravij, CEO/Cofounder, Budget Power Interviewer: Dr Fridrik Larsen, Founder, CHARGE/brandIndex</p>		
12.30pm-1.30pm	Networking lunch break		
1.30pm-2.30pm	<p>Workshop – Culture at the crossroads of brand and HR</p> <p>Kevin Keohane, Managing Partner, Culture Innovation US, Brandpie</p>	<p>Workshop – How AI is revolutionizing customer experience in energy</p> <p>ElQdigital</p>	
2.30pm-3.30pm	<p>Workshop – Staying Consistent in Uncertain Times</p> <p>Tom Weirich, Head of Marketing, EDP Renewables</p> <p>Misty Chioffe, Head of Marketing and Communications, ForeFrontPower</p>	<p>Workshop – Experiential branding: Moving beyond traditional advertising and fostering brand loyalty</p> <p>Landor</p>	<p>Workshop - Standing out in the oilfield: Differentiation strategies for oilfield service companies</p> <p>Dr Vikas Mittal, J. Hugh Liedtke Professor of Marketing, Rice University</p>
3.30pm-4.00pm	Networking coffee break		
4.00pm-4.15pm	<p>Why bad things happen to good brands: What can we learn from electric mobility campaigns that have missed the mark?</p> <p>A visual and animated analysis of marketing campaigns and messaging that failed to resonate and accelerate the take-up of electric vehicles. Experts evaluate what didn't work to understand what can.</p>		
4.20pm – 4.50pm	<p>The Landman Series: Separating drama from reality</p> <p>The hit Landman series has captivated audiences with its dramatic portrayal of the oil industry, with striking comparisons to drug cartel drama series. How does the series' depiction of the industry's ethical challenges and larger-than-life characters shape public perception? Panellists will discuss strategies for countering inaccuracies to protect the industry's reputation.</p> <p>Massiel Diez, Oil Field Girl, Flipping the Barrel Kevin Slagle, Senior VP Communications, API - American Petroleum Institute</p>		



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	Christine McGee, Head of Communications, Siemens Energy North America
4.55pm – 5.25pm	<p>Practical case studies for serving your community and winning hearts and minds The session will provide actionable takeaways on how to make a lasting, positive impact and strengthen your community engagement efforts. Prepare to be inspired, equipped, and ready to drive change in your own initiatives!</p> <p>Moderator: Lawrence Jones, Senior Vice President, International Programs Edison Electric Institute</p> <p>Katie Rosario, Marketing Manager, Octopus Energy Carla Ibarra, Director of Corporate Social Responsibility, NRG Rob Schapiro, Senior Director, Energy Partnerships, Microsoft Energy and Resources</p>
5.30pm	<p>CHARGE North America Awards Ceremony</p> <ul style="list-style-type: none">• North American Electric Utility Brand of the Year• North American Electric Retail Brand of the Year• Rising Star in Energy Branding
6pm- 7.30pm	Informal networking at Second Draught , The Ion

Inaugural Pickleball Tournament, Friday 30 May 2025

9.00am-12.00pm	Strengthen the connections you've made at CHARGE with a friendly yet competitive game of pickleball.
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