



Ontario Energy Association

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Rob Coulbeck Joins The Ontario Energy Association as Special Advisor, Markets

The Ontario Energy Association (OEA) is pleased to welcome Rob Coulbeck to the OEA team as Special Advisor, Markets. Mr. Coulbeck will be leading the OEA's participation in the IESO's Market Renewal initiative. He will also be working with the OEA Board and team to develop policy positions, priorities and advocacy strategies for Market Renewal and related policies.



Mr. Coulbeck has over 30 years of electricity industry experience with a strong focus on ISO/RTO Wholesale Electricity Markets, power grid management, generation portfolio optimization, energy trading and demand-side management. Mr. Coulbeck is recognized as a leader in the Ontario Wholesale Electricity Market through participation in numerous IESO led market evolution stakeholder initiatives. From the first Market Affairs Working Group through to the current Market Renewal Program, he has been an advocate for the continued development of efficient wholesale markets.

In addition to his extensive work in Ontario, Mr. Coulbeck was instrumental in PJM developing and implementing rules designed to permit load participation in the ancillary services markets. Efforts to expand this smart grid adaptation included advocating the benefits of load participation in the wholesale markets to FERC commissioners and staff, ISO/RTOs, LDCs and utilities.

In addition to leading the OEA's participation in Market renewal, Mr. Coulbeck will continue to operate as a consultant and will be taking on other clients.

"The OEA is thrilled to have someone with Mr. Coulbeck's experience to help OEA members better participate in the Market Renewal process," said Vince Brescia, President & CEO of the Ontario Energy Association.

About the OEA

The Ontario Energy Association (OEA) is the credible and trusted voice of the energy sector. We earn our reputation by being an integral and influential part of energy policy development and decision making in Ontario. We represent Ontario's energy leaders that span the full diversity of the energy industry.

For more information:

Vince Brescia, President & CEO

Ontario Energy Association

416.961.8874

vince@energyontario.ca

Leanne Ryan, Marketing & Communications
Associate

Ontario Energy Association

647.463.5244

leanne@energyontario.ca