

## John Cooper, Electricity and Broadband Innovator

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Mr. Cooper has 25 years experience in entrepreneurial, consulting, business development, sales, marketing, political, and research roles. Key consulting clients have included Austin Energy, Tropos Networks, Cellnet, the City of San Marcos, Xtreme Power, the Pecan Street Project, Sharp Labs of America, Grid Net, and UtiliPoint International.

Selected by FierceEnergy to [its list of the 15 most influential players in the energy industry in 2011](#), John has led a variety of projects that highlight his Smart Grid background. In 2011, John acted as lead consultant for Smart Grid services at UtiliPoint International, an industry marketing and media firm, where he focused on integration of data analytics and services to support utility and consumer Smart Grid objectives. In 2011, John also developed marketing collateral for Trilliant's virtual smart grid applications. In 2010, John worked with Grid Net, a pioneer software company engaged in the development and commercialization of a Smart Grid software platform. In 2010, John also worked with Sharp Labs to develop business models for virtual power plants. In 2009, John was a consultant with Xtreme Power, an advanced lead acid energy storage company, playing a critical role in securing a multi-million dollar federal loan guarantee to implement a pioneer energy storage solution for renewable energy integration on a wind farm in Maui. In 2009, John was also a critical player in the pioneer Pecan Street Project in Austin, Texas, as both project leader of the Smart Grid committee, which captured the vision of Austin Energy's Smart Grid 2.0 vision, and author of the technical report that captured findings from the year-long project. This was a repeat engagement with Austin Energy (AE) - with the GENie Project in 2004 and 2005, John explored the implications of broadband for electric utility operations at AE, laying the foundation for the utility's groundbreaking Smart Grid program. From 2003-2008, John was a broadband consultant with his firm MetroNetIQ, focused on developing and implementing Smart City applications leveraging new wireless technologies. John's early career in electricity (1996-2000) featured work on pioneer wireless AMR and energy data software at CSW Communications. John helped to found the Texas Senate Research Center in 1986.

John is co-author of *The Advanced Smart Grid*, which documents his work at Austin Energy building a pioneer smart grid and in the Pecan Street Project designing an energy internet. Smart Grid News called *The Advanced Smart Grid* "...far and away the best book yet about the smart grid." John wrote a book on smart cities in 2008: *The ABCs of Community Broadband: How Digital Transitions Will Transform America's Communities, One at a Time*. John is an accomplished public speaker and has published numerous articles on electricity and broadband innovation in traditional and new media. John has an MBA with honors from the McCombs Graduate School of Business and a BA in Government from the University of Texas at Austin.