

DISRUPT YOURSELF OR BE DISABLED

St. Gallen | Thursday, May 26th 2016
Pre-Conference Workshop

Main Conference | Friday, May 27th
St.Gallen Forum for Management of Renewable Energies

Register to the Pre-Conference here:

<http://www.hsg-energieforum.ch/index.php/registration.html>



CENTER FOR ENERGY INFORMATICS

- 10.00 - 17.30** **Pre-conference workshop - "Disrupt yourself – or be disrupted"**
- 18.30** **Pre-Conference Dinner & Dinner Speech "The Influence of Worldviews on Energy Decision Making"**
Restaurant Lagerhaus, Davidstrasse 42, 9000 St. Gallen
- Friday May 27th** **St.Gallen Forum for Management of Renewable Energies (main conference)**
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- Target group**
- Top management and research representatives of Norwegian companies that are involved into the FME initiative regarding the Center for Energy Informatics.
 - Participants of the St.Gallen Forum for Management of Renewable Energies
- Addressed questions**
- Which new business models will emerge and which new actors will enter the energy scene?
 - How can today's energy companies disrupt themselves, as other successful businesses have done to survive disruptive changes in enabling technologies?
- Content announcements**
- We will present new players on the energy scene, with examples from Nordic and Continental energy businesses.
 - You will meet newcomers with challenging and exciting business ideas and you will participate in discussions on how to exploit technology and business disruption.
- Moderators**
- Dr. Christian Kunze, Swissgrid
 - Prof. Bernt A. Bremdal, NCE Smart Energy Markets
 - Dagfinn Wåge, Lyse Energy
 - Prof. Dr. Moritz Loock, University of St. Gallen
 - Dieter Hirdes, NCE Smart Energy Markets and EMPOWER
 - Knut H. Johansen, eSmart Systems and NCE Smart Energy Markets
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09.45 - 10.00	Registration & Coffee
10.00 - 10.25	Introduction to the pre-conference workshop, Brief description and status update of the “EMPOWER” project and the “FME Center for Energy Informatics” initiative Dieter Hirdes, EMPOWER, Halden, Norway
10.25 - 10.35	Video message: “Have we been disrupted, or are we about to get disrupted?” Jørgen Kildahl, Former Member of the Board of Management of E.ON SE, Germany
10.35 - 11.05	New competitors and business models - brought to you by digitalization ... Dagfinn Wåge, Lyse Energi, Stavanger, Norway
11.05 - 11.35	Building on change: Common denominators of successful “green” companies Prof. Dr. Moritz Loock, University of St. Gallen, Switzerland
11.35 - 12.05	Mastering the change: Current transformation challenges and strategies of incumbent players in the Central European utility industry Florian Umbreit and Marcus Warnke, mgm Consulting Partners GmbH, Hamburg, Germany
12.05 - 12.35	Technological barriers are removed: What does it take to invest into the electricity industry change? Christopher Koch, EnAdvice, Zurich, Switzerland
12.35 - 12.45	Sum-up of the morning session and key questions for the afternoon session
12.45 - 13.45	Lunch
13.45 - 14.15	How to capture the change in the energy sector? Cultural and strategic insights from a NCE-supported PhD project Sabrina Funk, SwissRE, Zurich, Switzerland
14.15 - 14.45	Social change follows technological change: energy cooperatives and grid-related implications Christian Kunze, Swissgrid AG, Laufenburg, Switzerland
14.45 - 15.15	Opportunities and barriers for demand-side management in Central Europe Andreas Flamm, EnerNOC, Munich, Germany
15.15 - 15.45	Generation & Trading 2.0: The experience of Next Kraftwerke Hendrik Sämisch, Next Kraftwerke, Cologne, Germany
15.45 - 15.50	Shaping the Energy Future with REM – a Realistic Perspective? The HSG Executive Program „Renewable Energy Management («REM») Pascal Vuichard, Institute for Economy and the Environment, HSG, St. Gallen
15.50 - 16.10	Coffee Break

16.10 - 17.10

Group sessions

SESSION 1

An industry in disruptive transition – what are the core success factors for my companies' transformation process?

Group session leaders: Prof. Bernt Bremdal, NCE Smart Energy Markets, Halden, Norway and Prof. Dr. Moritz Loock, University of St. Gallen, Switzerland

SESSION 2

Big data – buzzword or nucleus for innovative industry services?

Group session leader: Knut H.Johansen, eSmart Systems, Halden, Norway

17.10 - 17.30

Presentation of the group session insights and conclusion of the pre-conference workshop

SPEAKERS

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IN ALPHABETICAL ORDER

BERNT BREMDAL

Prof. Bernt A. Bremdal holds a PhD from NTNU in applied artificial intelligence and a M.Sc. in mechanical engineering. He has 20 years of experience as a software developer, consultant and businessman in the electricity domain.

In NCE Smart Energy, Bernt is responsible for initiating and managing smart grid related projects. His field of expertise encompasses the utilization of flexibility in smart grids, prosumers and ICT.

ANDREAS FLAMM

EnerNOC is a team of mission-driven people who recognize that using a 20th century construct for managing energy doesn't fit today's global imperative to use energy better. We believe that energy intelligence software (EIS) will fundamentally change the way the world uses energy, giving our business customers more control over energy costs and the utilities that serve them the ability to forge deeper customer relationships.

Andreas is an experienced energy economist with a focus on power market design and regulation. He strongly believes in demand response as a key enabling technology of a well-functioning power market. Since August 2014, Andreas works as Director Regulatory Affairs Europe at EnerNOC, based in Munich, and acts as primary liaison to EU governments, regulators and the EU Commission. He is also policy chairman and member of the board of directors of the Smart Energy Demand Coalition (SEDC), a European trade body.

Prior to joining EnerNOC, Andreas held positions at the British Energy Regulator, Ofgem, as well as the economic consulting team at Deloitte. Andreas holds an MSc in Economics from the London School of Economics.

SABRINA FUNK

Sabrina works as a Global Resources Analyst at Swiss RE, a leading wholesale provider of reinsurance, insurance and other insurance-based forms of risk transfer.

Sabrina is a business school graduate of the University Siegen, Germany. Her professional background is in human resource management, energy consulting and business controlling. Sabrina has work experience from Germany and Norway. Member companies of the NCE SMART cluster supported the empirical part of her PhD project. She recently successfully defended her PhD thesis on the comparison of change management and innovation approaches in the electricity industry in Germany and Norway.

Sabrina will present core insights of her thesis during the pre-conference workshop.

DIETER HIRDES

Dieter is a diploma candidate in ICT from Østfold University College in Halden, Norway. He has 25 years of experience in project and product management, analysis, design and system development of ICT systems as well as in budget control, cost analysis and resource assessment. Dieter was an initiator and founder of the NCE Smart cluster. From 2003 to 2011, Dieter was CEO of Smart Innovation Østfold.

Based on his central role in the EMPOWER project, he will outline how to develop an entirely new energy market in Europe. Here consumers can buy and sell locally produced energy from solar panels, micro wind turbines and other decentralized energy production sources. The result will be the offloading of central and regional electricity grids, increased local electricity production and cheap renewable electricity to consumers.

KNUT H: H. JOHANSEN

Knut holds a M.Sc. degree in Electrical Engineering and Computer Science from the Norwegian University of Technology in Trondheim, Norway. Knut is the CEO and founder of eSmart Systems AS, which was formed in 2012. Prior to that, Knut headed and founded Navita Systems, headed OMX Technology Energy Systems (now NASDAQ), headed and founded Hand-El Skandinavia, a spin-off from the Institute for Energy Technology in Halden, Norway, and headed the department for energy systems at the Institute for Energy Technology.

Knut has more than twenty years of experience innovating, developing and delivering IT solutions to the energy industry world-wide. He was also the initiating driver behind the Norwegian Centre of Expertise – Smart Energy Markets.

JØRGEN KILDAHL

Mr Kildahl was a Member of the Board of Management (Vorstand) in E.ON SE from May 2010 until October 2015. Before that he held the position of Executive Vice President in Statkraft AS from 1999 to 2010 and he was part of the Executive Management Board from 2001.

In his positions Mr Kildahl has been involved in international business development and he has been leading organisational restructuring and development. He has also experience from various board positions.

He holds a M.Sc. degree from the, Norwegian School of Economics and Business Administration (NHH) in Bergen and is a Certified European Financial Analyst. In addition, he holds a MBA from NHH and he has also concluded the Advanced Management Program (AMP176) at Harvard Business School. Jørgen Kildahl is a Norwegian citizen and resides in Germany.

CHRISTOPHER KOCH

EnAdvice comprises a team with a healthy mix of junior and seasoned industry experts. The aim since 1995 is to lead energy companies away from inefficient, monopolistic structures towards competitive, entrepreneurial and truly profitable organisations. More than 1'000 successfully delivered projects for more than 200 companies in over 20 years are proof of the pudding.

Christopher Koch advises and supports energy companies in increasing their competitiveness by optimising their cost base and by developing new, innovative and profitable business activities. He works as a principal for EnAdvice, the consultancy for energy companies. Previously, he headed the strategy team of a leading energy service provider in Switzerland and managed projects on all aspects of the value chain as part of the corporate development team of a leading utility. Christopher studied business administration and finance at the University of Zurich (lic.oec.publ.).

CHRISTIAN KUNZE

Christian obtained his PhD in business administration at the University of Wuppertal, Germany. He held international management positions in the area of electricity trading at E.On AG, Edison Trading Spa and Shell Energy Trading Ltd from 1999 to 2009.

Later on he supported the start-up of the Norwegian Centre of Expertise (NCE) Smart Energy Markets and mainly worked on market design aspects of the future electricity system. He joined the Swiss TSO Swissgrid in 2014 and his responsibilities in the market design department include the conceptual development and evaluation of market design reforms with market parties, associations and authorities. He represents Swissgrid as steering committee member in the European cross-border intraday project (XBID) and in various national and international working groups.

MORITZ LOOCK

Moritz is Assistant Professor of Energy and Sustainability Management at the University of St Gallen. His main field of research is organization and management with the main focus areas management heuristics, timing, customer value of smart grids, sustainability, and business modelling. Based on extensive research it was possible to discover common denominators for successful business models in the renewable energy field. He will outline these denominators and demonstrate their market potential.

HENDRIK SÄMISCH

Next Kraftwerke is the operator of a large-scale Virtual Power Plant (VPP) and a certified power trader on various European energy exchanges (such as EPEX and EEX).

Hendrik Sämisch has an engineering background and studied in Hanover, Berlin and Valencia. He is the founder and CEO of Next Kraftwerke with the following vision: "We believe it is possible to completely meet the demand for electricity using renewable energy by 2050. We think in bits and watts: By embracing the full potential of digitalization, we connect thousands of energy-producing and energy-consuming units in our Virtual Power Plant. Our concept paves the way for new economic and reliable-energy possibilities, contributing to a democratized energy-world."

FLORIAN UMBREIT

As a classic management consultancy mgm Consulting Partners advises mainly the first and second management level in companies, from strategic planning to the solution as such. Founded in the year 2005, the company since then has grown to around 50 experienced employees and consultants - with offices in Cologne, Berlin and Munich.

Florian is a principal consultant at mgm Consulting Partners and holds a university degree in engineering. His core competencies are business transformation & process management, process optimization and organizational development. Based on his long-term utility consulting background, he will outline the core transformation challenges of established utilities in Germany.

DAGFINN WÅGE

Lyse is a Norwegian industrial group operating within the fields of energy production, energy distribution, supply, fibre-optic broadband with triple play services, as well as home automation, energy efficiency and welfare technology services.

Dagfinn joined Lyse in 2006 coming from Telenor. He holds two master degrees (MSc and MoM) from Stavanger University and Norwegian Business School BI. His first role was as Chief Product Officer and Chief Innovation officer in Altibox before becoming Head of Innovation in the Lyse group in 2012.

MARKUS WARNKE

As a classic management consultancy mgm Consulting Partners advises mainly the first and second management level in companies, from strategic planning to the solution as such. Founded in the year 2005, the company since then has grown to around 50 experienced employees and consultants - with offices in Cologne, Berlin and Munich.

Marcus is a principal consultant at mgm Consulting Partners and holds a university degree in education. His core competencies are organizational design & development, business transformation management and change management. Based on his long-term utility consulting background, he will outline the core transformation challenges of established utilities in Germany.