

FOR IMMEDIATE RELEASE – 10/29/2024

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New Managing Director Named to Lead WI Energy Efficiency Program

(Madison, WI) FOCUS ON ENERGY[®] has a familiar face leading Wisconsin's statewide energy efficiency and renewable energy program. APTIM, the program administrator for Focus on Energy, is excited to announce the promotion of Erin Soman to Managing Director. Soman has been the program's Portfolio Operations Director since 2021 and has worked with Focus on Energy since 2008. Her extensive expertise and leadership within the energy efficiency sector combined with foundational understanding of the program keeps Focus on Energy on track to fulfill its mission of empowering Wisconsinites with sustainable energy solutions.

"I am honored to step into this role and continue contributing to Focus on Energy's legacy of energy efficiency leadership," Soman stated. "I look forward to working closely with our dedicated team, utility partners, and the Public Service Commission of Wisconsin to advance energy-efficient and sustainable energy solutions."

With over 15 years of experience in energy program management and engineering, Soman has demonstrated exceptional dedication and skill in driving Wisconsin's energy initiatives. The University of Wisconsin-Platteville Industrial Engineering graduate began as an Energy Engineer. Since then, her career has been characterized by a steady trajectory of accomplishments. Notable roles throughout her career include supporting commercial utility customers as an energy engineer, managing hospitality and energy efficiency initiatives, and leading Focus on Energy's Business Incentive Program.

In 2018, Soman was named Business Portfolio Manager, where her vision and operational strategies helped increase energy savings and program efficiency. She continued to advance through leadership roles, including Energy Portfolio Director in 2020 and Portfolio Operations Director in 2021. In her new role as Managing Director, she will oversee the program's statewide operations, collaborating with partners, stakeholders, and communities to expand Focus on Energy's impact.

Soman began her tenure as Managing Director on October 28, 2024.

About Focus on Energy

Focus on Energy is Wisconsin utilities' statewide energy efficiency and renewable resource program funded by the state's investor-owned energy utilities and participating municipal and electric cooperative utilities. Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus on Energy information, resources, and financial incentives help to implement projects that otherwise would not be completed. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment, and control Wisconsin's growing demand for electricity and natural gas. For more information, call 800.762.7077 or visit focusonenergy.com.