BALANCING INDUSTRY MISSION WITH INNOVATION AND CHANGE

~ by ~

ALEX BOYD, CEO, PSC GROUP

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[https://wsu.zoom.us/j/5226526738]

OVERVIEW

The electric utility industry is grappling with change on many fronts – from technology advances to clean energy initiatives to emergency preparedness and response – the overall environment is becoming more and more complex. Even so, the physics of generating and transmitting electricity and the overall mission of reliable, secure service hasn’t changed. So, how do we balance delivering on our unchanging mission with the challenges and trends we see today in our industry? This presentation will review our industry’s mission, the history our industry has in innovation, some of the challenges and trends we’re all dealing with today, and how we can balance the scales with collaboration and a mindset to embrace change to ensure our shared mission is met.

BIO

The PSC Group was founded in New Zealand in 1995 to provide HVDC services to vendors and asset owners. Since then, it has developed complementary specialist services with more than 20 offices in North America, Europe, and Asia. The Group applies its deep industry and technical expertise to solve problems and deliver sustainable results for utilities and energy companies around the world looking to innovate and thrive in a rapidly changing industry.

Alex Boyd is the CEO of the PSC Group. He joined PSC in 2007 to found and lead its North American business. In 2017, he successfully completed a management buyout of the Group founders. PSC remains an independent, majority employee-owned, specialist engineering services firm. Alex is focused on developing the skills of PSC’s staff and the capabilities of the company to make a difference in the electricity industry as it moves through this period of transformation and profound change.

Alex has over 28 years of experience in the electricity industry, where he has held leadership roles in the transmission and distribution industry across New Zealand, Australia, and the US. He received his MBA from the Tuck School of Business at Dartmouth College in New Hampshire and his Bachelor of Electrical Engineering from the University of Canterbury in Christchurch, NZ.