



Earth2Tech's Top 15 Smart Grid Influencers

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By some accounts, the build-out of the smart grid could be the biggest driver of wealth within the decade and create an even larger market than the emergence of the Internet. And now, in the early rollout phase, thousands of startups and large tech vendors are moving aggressively to sell software, hardware, and consulting services to utilities that are trying to figure out the best way to design smart grid networks and tap into the [Energy Department's stimulus funds](#).

Sometimes making deals in this massive land grab can be more a matter of who a company knows than how advanced your product's technology is. Here's Earth2Tech's top 15 most influential people in the smart grid space (listed alphabetically, not order of importance.) If you've got any of 'em in your Rolodex, then you're probably in pretty good shape.

1. George Arnold, national coordinator for Smart Grid Interoperability, NIST
2. Troy Batterberry, product unit manager of Energy Management & Home Automation division, Microsoft
3. Guido Bartels, general manager Energy & Utilities IBM
4. John Chambers, CEO, Cisco
5. Steven Chu, Secretary of Energy, DOE
6. Peter Corsell, CEO, GridPoint
7. Peter Darbee, CEO, PG&E
8. Paul De Martini, vice president of Advanced Technology, Southern California Edison
9. Steve Fludder, VP of Ecomagination division, GE
10. Adam Grosser, general partner, Foundation Capital
11. Lewis Hay III, CEO, FPL Group
12. Scott Lang, CEO, Silver Spring Networks
13. Ed Lu, Program Manager in Advanced Projects at Google
14. Jim Rogers, CEO, Duke Energy
15. Malcolm Unsworth, CEO, Itron

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Peter Corsell, CEO of GridPoint:

Influence: Founded and runs GridPoint, one of the larger private firms that is developing software and digital communications to make the power grid smarter.

When Peter Corsell founded GridPoint back in 2003, the idea of the smart grid was a very early notion to enable utilities to better manage their assets (meters, the grid and distribution). Today that idea has turned into a massive policy movement, a complex standards process and a means to fight climate change. GridPoint is also one of the most well-capitalized firms, having raised over \$220 million, and has already bought up compelling smart grid startups V2Green and Lixar SRS. Who's next on the acquisition list?