



Audrey A. Zibelman
Chief Executive Officer
Viridity, LLC

Valley Forge, PA

Audrey Zibelman is a founder and Chief Executive Officer of Viridity, LLC. Viridity provides state of the art carbon and energy management to customers through real time integration and optimization of distributed energy resources with controllable demand. Viridity's smart grid technologies convert campus environments into virtual generators with the ability to work directly with the power grid to manage energy costs and usage. Ms. Zibelman has spoken nationally in various forums, published articles and provided Congressional testimony on the importance of customer supplied demand response and the Smart Grid in the 21st Century.

Ms. Zibelman has more than 25 years of utility experience in both the public and private sectors. Prior to joining Viridity, Ms. Zibelman was the Executive Vice President and Chief Operating Officer of PJM Interconnection, an RTO that serves 14 States throughout the eastern United States. While at PJM, Ms. Zibelman oversaw the successful expansion of the PJM system to become the world's largest single control area and wholesale market. During this same time, PJM successfully reduced its costs to provide RTO services by more than 40 percent. Ms. Zibelman also successfully oversaw the expansion of PJM's demand response programs.

She came to PJM from TRANSLink LLC, where she was the chief executive officer and board chair. TRANSLink was the first organization to achieve approval to manage transmission operations as an independent entity within a competitive wholesale market.

Previous to TRANSLink, Ms. Zibelman held several senior management positions at Xcel Energy Corporation, in Minneapolis, Minnesota. She also served as general counsel for the New Hampshire Public Utilities Commission and was a special assistant attorney general in the Minnesota Attorney General's office.

Ms. Zibelman has also served on various industry and non-industry Boards. She was an original member of the board of directors of ReliabilityFirst Corporation, a not-for-profit company whose goal is to preserve and enhance electric service reliability and security within its territory. ReliabilityFirst includes much of the PJM region. Ms. Zibelman also was a member of the Board of Directors of the GridWise Alliance, serving as membership chair.

Ms. Zibelman earned her law degree from Hamline University Law School. She received her bachelor of arts degree from The Pennsylvania State University.

