

Lincoln Wood
Southern Company

Based in Atlanta, Lincoln Wood is Southern Company's Electrification Policy Manager. In this role, Lincoln works with external stakeholders in industry, government, and education to advance electric mobility at the national and state levels.

Since 2006, Lincoln has worked in complimentary areas of marketing including marketing research and statistical analysis, product development, policy development, and innovation. Some of his accomplishments include the planning, development, and rollout of an energy data usage presentment tool to over 3.5 million customers in Southern Company's territory, and playing a leadership role in DOE's national energy usage data privacy project, DataGuard. Currently, Lincoln works to further electric transportation technology and infrastructure penetration, both nationally and across the Southern Company footprint. Lincoln holds Bachelors' Degrees in Economics and Sociology from the University of Georgia, is a Certified Energy Manager, and a lifetime member of Alpha Kappa Delta Honor Society.

Lincoln also serves as chair of the Board of Directors for Smart Energy Consumer Collaborative, also based in Atlanta. SECC's mission is to serve as a trusted source of information for industry stakeholders seeking a broad understanding of consumers' views about grid modernization, electricity delivery and usage, and the value and experience of a modern electric grid.

More information on DataGuard at www.smartgrid.gov/data_guard.html

More information on Smart Energy Consumer Collaborative at www.smartenergycc.org.

More information on Southern Company Electric Transportation at <http://www.southerncompany.com/innovation/electric-transportation.html>