



THE INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS

**San Francisco Power and Energy and the Industry
Applications Societies (PES/IAS)**

Joint Technical Presentation

Wednesday - September 17, 2014

11:30 AM – 1:30 PM

DATE & TIMES

**Wednesday, September 17, 2014
11:30 AM– 1:30 PM**

**11:30 AM– 12:00 PM - Lunch
12:00 – 1:00 PM- Presentation
1:00 – 1:30 PM - Facilities Tour**

PLACE

Bloom Energy

**1299 Orleans Drive
Sunnyvale, CA 94089**

**Park in front of Bdg. Sign-in
required.**

RSVP REQUIRED

RSVP by September 15, 2014 to:

**Sean Ely
415-973-7192
S1E7@pge.com**

or:

<https://meetings.vtools.ieee.org/m/27523>

**Event will be limited to the first
50 Registered.**

LUNCH

Box Lunch (vegetarian included)

**\$5 - IEEE members, IEEE Life
Members and Students**

\$10 - Non IEEE members

**Note: Attendees may bring their
own lunch at no cost.**

Bloom Energy - Transforming Distributed Generation

Presenter: Asim Hussain

**Senior Director Marketing and Customer Experience
Bloom Energy**

Abstract: Bloom Energy is a provider of a revolutionary distributed power generation offering based on a proprietary solid oxide fuel cell technology that provides its customers with a clean, highly reliable and cost-effective alternative to the traditional electric grid.

1. Introduction to Bloom Energy
2. Technology Overview
3. Value Proposition for Customers
4. Customer Case Studies

About the Speaker - Asim Hussain is the Senior Director of Marketing and Customer Experience Bloom Energy, responsible for new market development, sales enablement, customer engagement and experience, product and corporate marketing, and new product development. Prior to Bloom, Asim worked for CURRENT Group, a Smart Grid solutions provider, as the Chief of Staff for the CEO he focused on strategic planning, marketing and business development activities. He previously advised electric utility and telecommunication clients on strategy and systems integration initiatives while working for Deloitte Consulting. Asim earned a BS in Commerce with Distinction from the McIntire School of Commerce at the University of Virginia and a Master of Business Administration from the Harvard Business School.

Bloom Energy is a provider of breakthrough solid oxide fuel cell technology generating clean, highly-efficient on-site power from multiple fuel sources. The company was founded in 2001 with a mission to make clean, reliable energy affordable for everyone in the world. Bloom Energy Servers are currently producing power for several Fortune 500 companies including Google, Walmart, AT&T, eBay, Staples, The Coca-Cola Company, as well as notable non-profit organizations such as Caltech and Kaiser Permanente. The company is headquartered in Sunnyvale, CA.

