

News Release

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California ISO creates new VP position for Stakeholder Engagement and Customer Experience

Joanne Serina elevated from executive director to the new post

FOLSOM, Calif. – Joanne Serina, who has served as the California Independent System Operator’s (ISO) executive director of Customer Service and Stakeholder Affairs since 2015, has been elevated to the newly created position of vice president of Stakeholder Engagement and Customer Experience, reporting directly to ISO President and CEO Elliot Mainzer.

The move is designed to further strengthen stakeholder engagement and customer service at the ISO and enable Stacey Crowley to focus her efforts on federal and state affairs and communications under the new title of VP of External Affairs.

“Joanne brings a strong new voice to our executive team, and has the knowledge and experience to take stakeholder engagement and customer service to new levels of excellence at the ISO,” Mainzer said. “This new structure will allow both Stacey and Joanne to maximize their focus and impact as we work to extend our market and strengthen working relationships within California and across the Western US.”

Crowley, who has played an important role in the establishment and growth of the Western Energy Imbalance Market (EIM) and other key ISO initiatives, will remain responsible for state, regional and federal government affairs, corporate communications and public relations.

Serina will oversee all aspects of customer service, customer onboarding, readiness and training. She will also build on the ISO’s tradition of highly inclusive engagement with stakeholders on market design and policy development.

“I am honored and excited to assume this new vice president role,” Serina said. “I thoroughly enjoy working with our growing customer base and with all stakeholders that interact with us and influence so much of what we do. I look forward to evolving our customer service and strengthening our stakeholder engagement.”

Before becoming executive director of Customer Service & Stakeholder Affairs, Serina held various senior leadership roles since joining the ISO in 2006, including positions within the Operations Division responsible for System Operations training and



certification. She was also a senior program manager during implementation of the California ISO Market.

Prior to her career in the energy industry, Serina spent 12 years in the Information Technology sector developing innovative business solutions for Intel Corporation. She also managed product development for Pandesic LLC, an Intel subsidiary, delivering e-commerce solutions.

She holds a bachelor's degree from the Anderson School of Management, University of New Mexico, and obtained her North American Electric Reliability Corporation (NERC) certification in 2011.

Crowley came to the ISO in 2013 after serving as director of the Nevada State Office of Energy and advisor to former Nevada Gov. Brian Sandoval. Her focus on strategic energy policy and western coordination translates to her current role as she facilitates quality engagement and dialogue with stakeholders on a variety of regional energy issues, including the Western EIM.

She is also a former practicing architect who specialized in environmental sustainability and has a Bachelor of Science degree in Architecture from the University of Michigan and Masters of Architecture from the University of New Mexico.

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The California Independent System Operator (ISO) is a nonprofit public benefit corporation dedicated, with its partners, to continuous improvement and secure operation of a reliable grid operated for the benefit of consumers. It provides comprehensive grid planning, open and nondiscriminatory access to one of the largest networks of high-voltage transmission power lines in the world, and operates a \$9 billion competitive electricity market. Recognizing the importance of the global climate challenge, the ISO is at the forefront of integrating renewable power and advanced technologies that will help provide a sustainable energy future efficiently and cleanly.

The Western Energy Imbalance Market (EIM) Governing Body is the governing authority designed by regional stakeholders with delegated authority from the ISO Board of Governors to resolve rules specific to participation in the Western EIM.