



News from Opinion Dynamics

Opinion Dynamics Welcomes Lenore Zeuthen, Associate Director

WALTHAM, MA., May 11, 2022 – Opinion Dynamics is pleased to welcome Lenore Zeuthen as an Associate Director. Lenore brings substantial expertise in demand response programs and customer experience research garnered over her nearly ten years in the energy industry. Lenore has served as a Board Member for the Peak Load Management Alliance (PLMA) for the past seven years and is contemporaneously serving as Co-Chair of Customer Engagement and a member of the Strategic Marketing Committee. In her new role, Lenore will collaborate with multiple Opinion Dynamics’ project teams, drawing on her vast experience working closely with utilities and industry partners.

“We’re thrilled to bring Lenore on board to round out our flexible load and pricing team given her extensive experience working with utility clients, particularly related to customer experience with utility programs and services,” said Olivia Patterson, Senior Vice President at Opinion Dynamics. “I’ve worked with Lenore throughout the years as a volunteer for the Peak Load Management Alliance and can’t wait to add her expertise to our client engagements.”

“Opinion Dynamics is the best place for me to pursue my passion for customer behavior research, and my desire to do meaningful, impactful work that moves us to a more resilient, sustainable future,” said Lenore Zeuthen, Associate Director at Opinion Dynamics. “I’m also excited to work with their many energy experts, whom I’ve gotten to know through PLMA.”

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About

Opinion Dynamics is a market leader in providing our clients with accurate and actionable information regarding energy and how people consume it. With more than 70 employees focused solely on energy, our industry expertise includes energy efficiency, strategic electrification and decarbonization, transportation electrification, and innovative pricing as well as customer-focused strategies that unlock flexible load. Opinion Dynamics is headquartered in Massachusetts with offices in Northern and Southern California and Portland, Oregon, as well as satellite offices throughout the country. For more information, please visit www.opiniondynamics.com.

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