



ADAM WHITE

Adam White founded Powerconsumer Inc. to build intelligent software-based energy services, to explore new technology, to seek out new efficiencies and new investment opportunities and to create value for new customers in ways not done before.

Adam was President of the Association of Major Power Consumers in Ontario from 2005 to 2016, Acting President and VP of public affairs and stakeholder relations at the Ontario Energy Association from 2003 and worked with Mirant Canada Energy Marketing the summer of 2002. Before that Adam worked for TransAlta Inc., securing permits and approvals to develop a \$550 million cogeneration project in Sarnia, was Executive Assistant to the Assistant Deputy Minister of Energy and was a Senior Economist at the Ontario Ministry of Energy and the Environment. Some other positions Adam has held include: consultant, environmental and public health policy advocate and volunteer.

Adam has a Bachelor of Arts (Economics) from the University of British Columbia, and is a Canadian Fellow of the international Leadership for Environment and Development program.

Since 2009, Adam has been teaching a course in sustainable energy policy to future engineers at the University of Toronto.