



FOR IMMEDIATE RELEASE

California Energy Storage Alliance Appoints Alexander Morris as Executive Director

San Diego, California - November 5, 2019: Today at [Energy Storage North America](#) Conference and Expo, the California Energy Storage Alliance (CESA) announced the appointment of Alex Morris as its new Executive Director. Alex replaces CESA Co-Founder Janice Lin, who served in the role of Executive Director since the organization's founding in 2009. Lin will continue to serve the organization in a Director Emeritus role.

"We are thrilled to have Alex as our incoming Executive Director of CESA" said Mona Tierney Lloyd, CESA's Board Chair and Enel X's Director of Western Regulatory Affairs. "CESA's Board undertook a deliberative process and unanimously approved this leadership change."

Prior to joining CESA as the Policy Director in 2015, Alex worked in various roles at both Pacific Gas & Electric and Southern California Edison. Alex has broad expertise in the CA energy industry and has worked directly or indirectly on energy storage projects and market design since 2009.

"I'm so grateful to have worked with the storage community over the last ten years to incorporate energy storage as a foundational component of California's mainstream energy planning process. There is still much work to do, and we are fortunate to have such a capable Executive Director to take over CESA and lead its efforts going forward" said Janice Lin, outgoing Co-Founder and Executive Director. "Alex brings a wealth of industry expertise, policy and regulatory experience, and collaborative practices to CESA that will be a huge asset to the organization going forward."

"A critical period of grid-transformation is occurring in California, and energy storage will be the key enabler of this transformation over the coming decades," said Alex Morris, incoming Executive Director. "As the voice of the energy storage in California, CESA will continue to support market development for storage while ensuring the benefits and contributions from energy storage are valued. CESA members will need ever more timely and detailed information to be successful and to navigate the complex energy markets and systems in California's future."

About the California Energy Storage Alliance

The California Energy Storage Alliance (CESA) is a 501c(6) membership-based advocacy group committed to advancing the role of energy storage in the electric power sector through policy development, education, outreach, and research. CESA's mission is to make energy storage a mainstream resource to advance a more affordable, efficient, reliable, safe and sustainable electric power system for all Californians. CESA is technology and business model-neutral and is supported solely by the contributions and coordinated activities of its members. www.storagealliance.org

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