

ScottMadden Releases Fall 2020 Energy Industry Update: Running Up That Hill

How a 1980's Hit Describes the Energy Industry Today

ATLANTA, GA – (October 29, 2020) – ScottMadden, Inc., one of North America's leading management consulting firms specializing in energy, has released its latest edition of [The Energy Industry Update \(EIU\)](#). Themed, "Running Up That Hill," this EIU explores how in spite of all the challenges the energy industry is facing today, progress continues.

The theme of this issue explores how the energy industry is attempting to do extraordinary things in extraordinary times. States and utilities continue their march toward 100% clean energy targets. Further, hydrogen is being explored as an energy resource across a range of applications. Stakeholders are debating the role and structure of power markets needed to accommodate these initiatives, and the industry is doing all this amid the challenges presented by the COVID-19 pandemic.

In this [report](#), ScottMadden offers the latest on:

- 100% clean energy goals and planning
- Current and potential approaches to making, transporting, and using hydrogen-based energy
- Recent noteworthy developments in the U.S. wholesale electric markets
- Utility regulatory responses to COVID-19 and strategies for cost recovery
- Development of offshore wind energy

"Since the COVID-19 pandemic began, our industry has proven that it can respond to disruptions with resilience. This edition of the Energy Industry Update highlights important initiatives where we are continuing to make progress, even in these extraordinary times," says [Cristin Lyons](#), partner and energy practice leader at ScottMadden.

For a summary of these topics, you can hear from our industry experts in this [new video](#). If you are interested in scheduling an interview with one of our thought leaders, please [contact us](#).

Complimentary Energy Industry Update Webcast

If you have not yet registered, we encourage you to join ScottMadden's complimentary webcast, "[ScottMadden's Energy Industry Update – Running Up That Hill](#)," on Thursday, November 19, 2020, from 1PM–2PM EST. During this session, our industry experts will share their views and field questions related to the future of electricity markets, ambitions for hydrogen in the energy system of the future, and plans and progress made with net-zero CO₂ emissions. Ms. Lyons will serve as webcast moderator. Register for this webcast [here](#).

About ScottMadden's Energy Practice

We know energy from the ground up. Since 1983, we have served as energy consultants for hundreds of utilities, large and small, including all of the top 20. We focus on Transmission & Distribution, the Grid Edge, Generation, Energy Markets, Rates & Regulation, Enterprise Sustainability, and Corporate Services. Our broad, deep utility expertise is not theoretical—it is experience based. We have helped our clients develop and implement strategies, improve critical operations, reorganize departments and entire companies, and implement myriad initiatives.

About ScottMadden, Inc.

ScottMadden is the management consulting firm that does what it takes to get it done right. We consult in two main areas—Energy and Corporate & Shared Services. We deliver a broad array of consulting services ranging from strategic planning through implementation across many industries, business units, and functions. To learn more, visit www.scottmadden.com | [Twitter](#) | [Facebook](#) | [LinkedIn](#).

###

Media contact:

Savannah Russell

srussell@scottmadden.com

910-528-0310