



# Press release.

FOR IMMEDIATE DISTRIBUTION  
May 24, 2007

Media contact: [kristen.brewitt@kema.com](mailto:kristen.brewitt@kema.com)  
Tel: +1 781.418.5714 (US Eastern time)

## **KEMA Enhances Enterprise-wide Value of Utility Marketing, Sales and Customer Service**

### **Utility Operations and Marketing Expert Hari Cheema, P.E. Joins Operational Excellence Team**

BURLINGTON, MASS. (May 24, 2007) – KEMA continues to expand its Operational Excellence practice with an increased focus on improving utilities' commercial offerings, quality of customer services, efficiency of commercial operations and processes, and account management approaches. Hari Cheema recently joined KEMA as a senior principal consultant providing solutions for aligning utility marketing, sales, and customer service strategies with corporate vision and goals to help improve their ability to adapt to rapidly changing utility markets.

Cheema has over 30 years experience in the utility with extensive expertise in marketing and general management of utility and industrial operations. His sales and marketing experience has included assisting customers understand and evaluate complex product and service offerings to obtain successful close of sales. As a licensed professional engineer, Cheema also brings extensive domestic and international experience in managing complex service operations of electrical manufacturers and regulated/unregulated electric utilities.

Prior to joining KEMA, Cheema's career included 9 years with ComEd, a distribution company of Exelon, where he initiated and built an unregulated business and managed an industrial and commercial account management organization. He also served 21 years with Westinghouse Service Operations, where he managed the operations of electrical power system services, including design and build of substations, power system studies, servicing electrical equipment for industrial and utility customers, and project management. Cheema is a licensed Professional Engineer with an MBA from University of Wisconsin.

KEMA's Operational Excellence consulting services provide clients with industry-leading management approaches and tools to achieve measurable improvements in defining and reaching their goals, while conserving resources. KEMA provides process reengineering and organization change management solutions for utilities facing the challenge of improving organizational performance while adapting to driving changes in the workforce, markets, customers, and technology.

KEMA takes a holistic approach, critical in evaluating complex processes, in assessing utility marketing, sales, and customer service functions, through the application of a robust operating model framework. KEMA helps utilities streamline, integrate and align marketing, sales, and customer service processes and to better address customer needs and support corporate business strategy. KEMA also assists utilities to improve market planning and segmentation, product and service development, branding and marketing communications, and sales and account management. We also help you improve your customer relationship strategies through the development of effective customer teams, improved customer response and resolution, and improved customer interface.

**For additional information on KEMA's utility marketing, sales and customer service operations offering**, please contact Jennifer Krabbenhoft, Principal Consultant, tel: 781.418.5504, [jennifer.krabbenhoft@kema.com](mailto:jennifer.krabbenhoft@kema.com).

About KEMA

KEMA provides energy consulting, technology implementation, testing and certification services and market knowledge expertise to more than 500 energy and utility clients in over 70 countries. KEMA's multi-dimensional approach bridges the gap between the strategists and the implementers, and the engineers and the accountants to effect lasting change. With 700+ consultants dedicated to the global utility industry, KEMA consultants include leading authorities and innovators in energy and utility technologies and markets, as well as in business and management processes.

Founded in 1927, KEMA serves the complete spectrum of participants in the global energy and utility marketplace and offers a full complement of technical and management consulting, testing, certification and training services supporting generation through the consumer side of the meter. KEMA North American business operations are headquartered in Burlington, Massachusetts. Parent company, N.V. KEMA, is headquartered in Arnhem, the Netherlands with subsidiaries and offices worldwide.

###