

Advanced Energy Works for Colorado

Justin Segall is President and Founder of Simple Energy. He leads market strategy, partnerships, sales, and customer operations. Justin was born and raised in Denver. His internships at the Colorado House of Representatives and EPA's Region 8 Headquarters in Denver sparked an early interest in policy and sustainability.

Justin left Colorado for college and graduated cum laude from Duke University, where he spearheaded Duke's path to leadership in sustainability. He began his career in Atlanta and gained experience in the energy industry, community engagement, and business development. Justin was committed to returning to Colorado, and did in 2008 to help companies become large scale purchasers of renewable energy while building new renewable projects around the United States. In 2010 Justin co-founded Simple Energy.

Headquartered in Boulder, Simple Energy uses behavioral science, big data analytics, and digital marketing techniques to build software that motivates and enables people to take energy-wise actions and helps utilities be a part of the clean energy future. The company employs over 70 people and reaches over 35 million households with its solutions. To date, it has helped utility customers save over \$150 million on their energy bills and abated over 2 million metric tons of carbon dioxide.



JUSTIN SEGALL

Simple Energy
President and Founder
Boulder

"My career at Simple Energy is fulfilling because we help our utility partners achieve better business results, while delivering on our purpose to create a more sustainable future."

- JUSTIN SEGALL, SIMPLE ENERGY

Advanced Energy Works

A movement of advanced energy workers and supporters to make advanced energy grow, create millions of jobs, and strengthen our economy in communities across America.

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