The past, present, and future of demand response

A chat with SCE's Mark Martinez
By Jeremy Fischer
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"Hey Alexa, when is a good time to run my air conditioner?" This is the future of demand response (DR) Mark Martinez, senior portfolio manager of emerging markets and technology at Southern California Edison (SCE), describes in episode two of *PowerTalking*.

"Demand response is a relationship with customers, not just something you set and forget." — Mark Martinez, senior portfolio manager of emerging markets and technology, SCE

Sharing this vision of the future with Mark are podcast host Bryan Jungers and Rachel Reiss Buckley, vice president of Enterprise Strategy and Product Development at E Source. Together, they deliver a brief history of DR, explain how data science is improving program participation, and describe some of the largest hurdles in the DR space today. Rachel and Mark's combined decades of DR knowledge help to paint a complete picture of how the strategy works and where it's headed in the future.

Interested in learning more about our DR work? Visit www.esource.com/demand-response.

And be sure to subscribe to *PowerTalking* on Apple Podcasts and Spotify.

Future episodes will focus on:

- Using data science for grid optimization
- Dynamic pricing
- Electrification and decarbonization
- Electric vehicles, including consumer charging behavior, electric trucks, and growing consumer markets

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