

# Philip E. Lewis

Specialist in Utility Customer Psychology and Behaviour

drphilipelewis@gmail.com

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## Summary

Formerly head of Marketing Research and Analysis for the UK based retailing subsidiary of Amoco (now BP Amoco) and Seeboard (now Edf).

Has conducted research and consultancy during the past 10 years in over 40 countries for over 300 energy and utilities organizations including Shell, ABB, Fortum, ENECO, RAO, E.ON and Electrabel as well as other leading organizations such as Nokia.

Chief editor of the 'Energyforum (forthcoming VaasaETT) Global Report' and heads the Global Round-Table of Energy & Utilities Marketing Experts. Has chaired and co-organized seminars/conferences in Frankfurt, London, Stockholm, Amsterdam and Vaasa etc.

Has worked at an industry and market-wide level: e.g. he has written three major reports for and consulted to the European Regulator's Group for Electricity and Gas (ERGEG); has evaluated the Nordic energy market and the status and outcome of deregulation in the Finnish electricity industry for the Finnish Ministry of trade and industry and the Finnish Parliament; he is a member of the WWF (European) Green Power Partnership Advisory Committee

Recently on the committees of various international conferences e.g. 'Distribution Europe'; European Utility Awards; International Utility CIO of the Year Awards (Metering International/Energy EBiz) and EEM06 scientific committee.

Key note speaker at the world's largest metering event: Metering/Billing/CRM Europe 2006.

On the editorial board of 'Energy Efficiency' Journal published by Springer.

In 1997 established VaasaEmg (The Nordic Centre for Expertise in Energy & Utilities Marketing) at the University of Vaasa and is a board member of the Vaasa Energy Institute.

In 2007 Dr Lewis established VaasaETT.

Holds a PhD in Marketing from the University of Edinburgh, Scotland, a Bachelors degree from the University of Westminster and developed his graduate marketing expertise in the banking sector with American Express Bank in Frankfurt and National Westminster Bank in London.

## Specialties

Marketing Research, Marketing Analysis, Marketing Strategy, Customer Psychology, Customer Behaviour, Electricity, Gas, Energy, Customer Loyalty and Satisfaction, energy efficiency, pricing, customer lifetime value, global market behaviour

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## Experience

### **Managing Director at VaasaETT**

2007 - Present (less than a year)

Specialist in customer behaviour and psychology in energy and utilities markets.

Assists companies with marketing strategies and implementation (has assisted 300 companies in over 40 countries).

Chief editor of the 'Energyforum (forthcoming VaasaETT) Global Report.

Head of VaasaETT Global Round-Table of Energy & Utilities Marketing Experts

Advisor to e.g. European Regulator's Group for Electricity and Gas (ERGEG), Finnish Parliament and Ministry of trade and industry, WWF (European Policy Office) Green Power Partnership Advisory Committee.

On committees of other groups and intl. conferences e.g. recent roles incl. 'Distribution Europe'; European Utility Awards; International Utility CIO of the Year Awards (Metering International/Energy EBiz); EEM06 scientific committee.

Recently key note speaker at the world's largest metering event: Metering/Billing/CRM Europe 2006.

Editorial board member for European 'Energy Efficiency' Journal published by Springer.

*11 recommendations available upon request*

### **Group Director, VaasaEMG at University of Vaasa**

1996 - 2007 (11 years)

*1 recommendation available upon request*

### **Assistant Professor of Marketing at University of Vaasa**

1996 - 2007 (11 years)

### **Head of Marketing Research & Analysis at UK Energy Retail Subsidiary of Amoco and Seeboard**

1996 - 1997 (1 year)

### **Marketing Consultant at National Westminster Bank (Nat West Bank) Headquarters**

1994 - 1996 (2 years)

**Graduate Marketing Officer at American Express Bank, Frankfurt**

1991 - 1992 (1 year)

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## Education

**The University of Edinburgh**

PhD, Marketing (Customer Psychology and Service), 1992 - 1996

**University of Westminster**

BA (Hons.), Psychology and Economics (Social Science), 1988 - 1991

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## 12 people have recommended Philip E.

"Philip is a meticulous individual who has the great ability to digest complex information, and present it back in a concise manner - keeping in mind the audience and clear commercial / strategic objectives."

— **Tim Wolfenden**, *Senior Product Manager, uSwitch.com*, was with another company when working with Philip E. at VaasaETT

"I first met Philip when I was a student at University of Vaasa and he was working as an Assistant Professor of Marketing. He is an inspirational and motivating person who has the ability to apply thorough academic knowledge to everyday business. His way of working combined with help and guidance he has provided have been very valuable contribution for my work."

— **Sami Akseli**, *Development Manager, CRM, TDC Song*, was with another company when working with Philip E. at VaasaETT

"As a company we focus primarily on electricity deregulation in the United States, however understanding customer behavioral patterns in more mature electric deregulated markets is important in assessing potential customer behavior changes in the United States. Dr. Philip Lewis's extensive research on customer switching provides helpful insight into recognizing new ways to analyze customer behaviors in an electric deregulated market."

— **Suzette Sondag**, *Account Manager, EC Power*, was with another company when working with Philip E. at VaasaETT

"I found Philip to be a valuable expert, sounding board and open to providing advice on Energy in the Noridcs. Philip has a keen and up to date view of what shapes prices for Electricity and the various forces that shape the market. We had many interesting chats and found his output always timely, useful and accurate."

— **Nicole Everett**, was Philip E.'s client

"Philip is a real networker, a world citizen. It is very easy to get along with him, he listens carefully to what people have to say and draws intelligent conclusions. He also knows the energy markets very well, especially in Scandinavia but also elsewhere, and has conducted several acclaimed

research projects in the energy market area for governments and big companies. His work and partnership can be strongly recommended."

— **Tauno Kekäle**, *Managing Director, Research Center Conradi, Ltd.*, worked with Philip E. at VaasaETT

"I met Philip at an energy conference and subsequently contributed - along with other international energy experts - to his unique yearly publication, the "Global Energy Market Report", which reports on the State of the deregulation of the Energy Market as well as marketing initiatives in various countries. Philip then put a lot of energy into expanding this newly created network of experts into the "Global Round-Table of Energy & Utilities Marketing Experts", a forum which serves to exchange industry expertise, informally and formally. I hope to keep in close contact with Philip as I really value his initiative to find new forums for exchanging expert opinions on a variety of energy market topics (e.g. deregulation, marketing, research, customer psychology etc.)."

— **Angela Blezinger**, *Senior Consultant, LBD Beratungsgesellschaft mbH*, was with another company when working with Philip E. at VaasaETT

"Philip E Lewis is a very appreciated expert with an unique competence in customer psychology in energymarkets. His deep knowledge and the ability to communicate clearly combined with an easyness to collaborate with makes him highly valuable. He is a very good speaker and is a highly ranked chairman at international conferences and events. In business he is very concerned about the customer and the quality of the assignment as well as the results. He is good at new strategies aiming to develop and deepen customer relations and new collaborations with the aim to improve and gain better results."

— **Christina Öhman**, *Strategic development, The Interactive institute*, was with another company when working with Philip E. at VaasaETT

"Philip Lewis is a laudable business partner. Knowledgeable, focused, flexible and a good communicator."

— **Adriaan Perrels**, *principal economist, VATT*, was with another company when working with Philip E. at University of Vaasa

"Philip is a highly motivated and experienced leader. He is especially gifted in marketing and utility related topics. Philip is very client and result orientated and it has been a pleasure to work with him."

— **Dirk Schmidt**, *Project Manager, Vaasa Energy Marketing Group, Vaasa, Finland*, reported to Philip E. at VaasaETT

"Dr. Lewis delivered on time a very well developed piece of work in accordance with the Terms of Reference. He and his team were very cooperative and willing to work on the deliverable even after

the end of the contract period."

— **Kyriakos Gialoglou**, was Philip E.'s client

"Philip did a survey on Smart Metering for us. He gathered primary and secondary information in a record (short) period of time. The results were of high quality and very usable for us."

— **Pieter Wijnmaalen**, was Philip E.'s client

"Philip Lewis is a worldwide leader in the field of utilities marketing, customer behavior and customer loyalty. His knowledge and interpretations of customer's psychology and segmentation give you a much wider view, far over the energy industry alone. In the time of full market opening and competition progress in the energy sector his expert opinion is more than suggested in creating the marketing strategies. He is an inspirer and an excellent speaker."

— **Tomaž Orešič**, *Member of the Board, Elektro Maribor d.d.*, was with another company when working with Philip E. at VaasaETT

[Contact Philip E. on LinkedIn](#)