



Stanford University

TomKat Center for Sustainable Energy  
Precourt Institute for Energy  
SLAC National Accelerator Laboratory  
Energy and Environment Affiliates Program  
Civil and Environmental Engineering  
Department of Electrical Engineering

## Stanford SmartGrid Seminar

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### Electric Vehicles, plug-in hybrids, opportunity or threat for Electric Utilities?

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1:00pm-2:00pm, Thursday, May 28, Y2E2 270

**Abstract:** It is a given that every auto manufacturer is building a full electric or plug-in hybrid model. Looking ahead, better batteries, faster charging options will drive accelerated adoption. Utilities have reacted by rolling out some charging stations or with limited programs to handle EVs on the distribution network. Utilities could play a proactive role and view this as an opportunity to consume significant portion of transportation energy revenues. Could this help them offset sinking demand and drive new revenue growth? Of course there remain challenges - insufficient vehicle-charging infrastructure, cost of batteries is still a concern, and a lack of consumer confidence in the new technology. However, forward looking utilities can address these challenges head on with attractive long term financing for at-home charging stations, partnering with EV manufacturers, consumer rebates for off-peak charging, and others to accelerate adoption and increase consumer confidence. In this presentation, we will discuss a case study how a progressive utility is conducting initial trials for demand & pricing based program for EV charging.

**Bio:** Raj is global head of products and marketing at AutoGrid and brings over 18 years of experience in Enterprise Software, Big Data, Business Intelligence. Raj drove adoption of big data and data science applications for customer engagement and revenue optimization for large financial institutions, retailers, game publishers, and media companies, while he was with Claritics (which he co-founded) and Aster Data (acquired by Teradata). He also led global product management at two successful data-driven companies, Informatica (Nasdaq: INFA) and Tibco. Early in his career he was a design engineer for Intel's pentium chipsets. Raj holds an M.B.A. from U.C. Berkeley's Haas School of Business, a M.S. in computer engineering from University of Hawaii and a B. Tech in electrical engineering from Indian Institute of Technology, Bombay. His passions outside of work include coaching lego robotic teams, biking, and spending time with family.