



## Jay Holman Research Manager



Jay Holman is a research manager with IDC Energy Insights' *Distributed Energy Strategies* and *Solar Energy Strategies* subscription service areas. Among his areas of focus are utility renewable generation programs, market trends in the renewable energy sector, and customer attitudes surrounding the adoption and use of renewable energy technologies.

Mr. Holman regularly contributes to the renewable and distributed energy blog in the [IDC Energy Insights Community](http://idc-insights-community.com/energy) (<http://idc-insights-community.com/energy>). His Twitter handle is jay\_holman.

In his previous role as consulting manager for IDC Energy Insights, Mr. Holman led the Rapid Response Survey Panel program, which enables utilities to establish an online panel of their customers that can be surveyed on a regular basis to test marketing material, track customer attitudes, and collect feedback on utility programs. Mr. Holman also supported numerous primary research projects in the oil and gas and utility industries, covering topics ranging from utility strategies for implementing renewable programs to a global analysis of information technology spending by oil and gas companies.

Prior to joining IDC Energy Insights, Mr. Holman was a program manager for IDC Manufacturing Insights, where he led numerous research studies on the IT investment practices and business processes of manufacturers. Mr. Holman has 12 years of experience in project management, consulting, and market research.

Mr. Holman earned an MBA from the Sloan School of Management and a MS EE/CS from MIT's School of Engineering. He earned his Bachelor's Degree in Physics from Colgate University.