



Rick Nicholson **Group Vice President**



Rick Nicholson, with more than twenty five years of experience in IT and other emerging technologies in the energy industry, leads IDC Energy Insights.

In this role, Mr. Nicholson has global responsibility for IDC Energy Insights' research-based advisory and consulting offerings, which provide full coverage of information, communications and emerging energy technologies across both the utilities and oil & gas segments. Mr. Nicholson's experience has given him a thorough understanding of market dynamics, business strategies and processes, and technology solutions. He is a recognized and highly respected expert in the alignment of business and technology strategies and the successful deployment of technology to enable smart grids and other game-changing initiatives.

Mr. Nicholson blogs regularly in the [IDC Energy Insights Community](http://idc-insights-community.com/energy) (<http://idc-insights-community.com/energy>) and tweets (@rlnicholson2) about business and IT issues relevant to the new energy economy.

Mr. Nicholson has worked with clients in North America, Europe and Asia. His previous experience includes positions with research, consulting, and technology firms where he was responsible for sales, marketing, and delivery activities across various markets including utilities, communications, public sector, and earth resources.

Mr. Nicholson has been a contributing writer to a variety of energy industry publications including *Public Utilities Fortnightly*, *Intelligent Utility* and *Electric Light & Power*. He is a regular speaker at industry conferences, has been interviewed on national television news programs and is frequently quoted in the mainstream media. He holds BA and MA degrees from the State University of New York at Buffalo.