

Sam Jaffe

Research Manager



Sam Jaffe is responsible for researching, writing and editing qualitative and quantitative reports and presentations evaluating a range of distributed energy topics. His recent research includes reports on the utility industry's response to the rollout of electric vehicles, an analysis of the concept of the virtual power plant, and an overview of the energy storage sector. In addition to primary research authorship, he provides custom consulting, advisory and research services for clients, most of whom are executives in the utility industry and vendors that sell into that industry. He also gives public talks at industry events and is frequently quoted in the media.

Mr. Jaffe 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 samjaffe.

Before joining IDC Energy Insights, Mr. Jaffe ran his own consulting company, Panea Energy, which specialized in providing business development advice and consultation in the energy storage and renewable energy fields. Prior to Panea Energy, Mr. Jaffe was a magazine journalist, writing for such publications as *Wired*, *Scientific American*, *The Scientist*, *BusinessWeek* and *The Wall Street Journal*. He is the author of two books, *Jewish Wisdom for Business Success* (2008) and *The New Korea* (2010), both published by Amacom, the publishing arm of the American Management Association. He received a BA degree from Wake Forest University and an MA degree from New York University.