

Timothy Wolf

University of Minnesota
B. A. in Journalism
Minor: Political Science

Mr. Wolf, serving as Marketing and Business Development Vice President of Plexus Research, is a nationally recognized marketing expert in the advanced metering industry, with deep industry knowledge that encompasses technology, business case, and an understanding of product and solution offerings within the marketplace.

With a diverse background in marketing strategy and positioning, Mr. Wolf leverages his strong skill set to be on the leading edge of thought and innovation in the advanced metering and smart grid sectors, synthesizing business drivers with technology offerings to deliver solutions that yield strong value to clients.

With more than a decade of experience, he is a proven leader who actively builds and maintains relationships with clients, consultants, vendors, regulators, and various other stakeholders. Mr. Wolf has proven expertise in the AMI/AMR sector and a strong grasp of marketplace trends, utility business needs, regulatory drivers, competitive offerings, and technology attributes.

His primary areas of responsibilities draw on a broad range skill set including: strategic marketing, client relationship management, strategic branding and brand management, written and verbal communications, planning and budgeting, market research, and competitive analysis. Additionally, his strong background in advertising, promotion, and media enable Mr. Wolf to take a leading role in marketing and business development for Plexus Research and its parent company, R. W. Beck.

From his previous position leading the corporate marketing group at Itron, Inc., Mr. Wolf managed a multi-million dollar annual marketing budget and had specific responsibility in areas of strategic marketing planning and execution, brand management, PR and communications, and campaigns and lead generation. This role allowed him to act as the primary representative to product groups, engineering, senior management, and others to ensure marketing objectives and programs were consistent with overall Itron business objectives.

Mr. Wolf is an accomplished writer whose articles appear regularly in utility industry trade publications, and he also is a regular presenter and speaker at industry tradeshows and conferences.

Experience Prior to R. W. Beck

Itron, Inc.

Spokane, Washington

Strategic Marketing Manager. For nearly 10 years, Mr. Wolf was responsible for strategic marketing and execution, budgeting brand development, PR and communications, web development, global marketing, writing and content development, graphic design and multimedia, advertising, and tradeshow and event management. He



served as the “voice of Itron” to many external entities, and was frequently asked to make presentations concerning the company’s vision, strategy, technology offerings, and market positioning to customers, prospective clients, investors and analysts, regulators, lawmakers, and consultants.

Whitworth College

Spokane, Washington

Director, Publications and Communications. At this private liberal arts college, Mr. Wolf overall areas of responsibility included all internal and external communication and public relations functions.

Walla Walla Union-Bulletin

Walla Walla, Washington

Newspaper Reporter. Mr. Wolf served as a reporter for the daily local newspaper covering education, cops and courts, as well as arts and entertainment stories.

Industry Leadership

- Board of Trustees, Automatic Meter Reading Association
- DistribuTECH Steering Committee
- Board of Directors, Peak Load Management Association