

StrategyDriven

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Greg Gaskey Named StrategyDriven Enterprises Chief Operations Officer

Executive leader brings hands-on management and operational experience to StrategyDriven's Power & Utilities focused advisory services.

Atlanta, Georgia (March 25, 2013) – Increasing demand for clean, affordable electricity combined with an aging infrastructure, retiring workers, growing regulations, rising capital costs, and intensifying budget pressures challenge utility executives and managers now more than ever before. To help utility leaders meet these challenges while improving operational safety and reliability, StrategyDriven Enterprises LLC announces the election of Greg Gaskey as the firm's new Chief Operations Officer.

StrategyDriven advisors work with executives and managers to define their organization's needs and develop and manage the complex, mission critical projects needed to improve operational effectiveness and lower costs in response to today's most pressing challenges.

"We are delighted to welcome Greg to StrategyDriven as our Chief Operations Officer," says Nathan Ives, StrategyDriven Enterprises LLC President and Chief Executive Officer. "His deep knowledge and operational experience in all phases of nuclear and non-nuclear asset lifecycle management will be key to our supporting utility client executives faced with the challenges of an aging infrastructure and a need to build new power plants."

Gaskey brings vast operational experience in all aspects of the energy industry asset management; specializing in initial system design development, lifecycle maintenance planning and optimization, existing system modification and modernization, and end-of-life disposal.

"I'm excited to be joining StrategyDriven during this time of unprecedented change and uncertainty within the energy sector," says Gaskey. "The modernization and expansion of our industry's infrastructure, induction of a new workforce, and assimilation of an expanding regulatory regime will define how our industry operates for decades to come. At StrategyDriven, we're proud to be working with industry leaders to address these challenges and adapt their organizations so they continue to operate safely, reliably, and efficiently."

Prior to joining StrategyDriven, Gaskey served as the Deputy Operations Officer at the Puget Sound Naval Shipyard and Intermediate Maintenance Facility. While there, he oversaw multi-\$100+ million nuclear and non-nuclear lifecycle maintenance projects for the U.S. Navy.

Before becoming a professional consultant, Gaskey held several senior power plant and industrial facility management positions including Director of Nuclear Maintenance and Quality Assurance and Lifecycle Planning Manager for the U.S. Navy's West Coast ballistic missile submarines.

In 1992, Gaskey graduated from the United States Naval Academy in Annapolis, Maryland; earning a Bachelor of Science degree in systems engineering. He later received a Master of Engineering Management degree from Old Dominion University and a Master of Science degree in electrical engineering from the U.S. Naval Post Graduate School.

About StrategyDriven

StrategyDriven provides executives and managers with the planning and execution advice, tools, and practices needed to create greater organizational alignment and accountability for the achievement of superior results. We believe a clear, forward-looking strategy, translatable to the day-to-day activities of all organization members, is critical to realizing success in today's fast paced market environment. Not only does a compelling, well-executed strategy align individuals to common goals, it ensures those goals best serve the company's mission.

At StrategyDriven, our seasoned business leaders deliver real-world strategic business planning and tactical execution best practice advice – a blending of workplace experience with sound research and academic principles – to business leaders who may not otherwise have access to these resources.

StrategyDriven refers to the family of organizations comprising StrategyDriven Enterprises, LLC. For more information, please visit www.StrategyDriven.com.

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