

Appendix A to Nomination Form for OEA Lifetime Achievement Award

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1. Tell us the reasons why the nominee should be selected for an award.

Bruce Campbell has over 30 years of regulatory and executive experience in the energy sector. Recruited from a successful legal career, where he regularly appeared before the Ontario Energy Board and other tribunals, Bruce joined the IESO (the Independent Electricity System Operator) as Vice-President, Regulatory and Legal Affairs in 2000. Since that time he has taken on an increasingly wide range of executive responsibilities, leading to his appointment as President and CEO of the organization in May 2013.

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Mr. Bruce Campbell retired in June 2017 as President and CEO, after 17 years of service at the IESO. Under Bruce's preceding leadership, the IESO oversees the safe and reliable operation of Ontario's bulk electric system and market, the province's energy planning and procurement, and works with its partners to guide conservation across the province.

Well known and respected in the regulatory, government and broader industry arena, Bruce served in a number of additional capacities including also serving as a Vice-Chair of the Board of Directors and member of the Audit Committee of the Northeast Power Coordinating Council, Inc., and served as well as on the Members Representative Committee of the North American Electricity Reliability Corporation, which is responsible for establishing and enforcing reliability standards for the power industry across North America. Bruce was also a member of the ISO/RTO Council (IRC) from 2013 to 2017. As a member of the Law Society of Upper Canada, Bruce also holds the Institute of Corporate Directors' ICD.D (Certified Director) designation.

2. Describe how the nominee has been a pioneer in Ontario's energy industry which may include examples of challenges and successes.

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As Vice-President of Resource Integration, Bruce has successfully managed a wide range of accountabilities — from regulatory and legal affairs, to market development, through to stakeholder and government relations, and on to more technical and operational responsibilities as Vice-President of Resource Integration. In that position, Bruce ensured that the company IESO made the necessary preparations to address fundamental changes in the operation of Ontario's power system including: adapting to the shutdown of coal facilities, the continuing expansion of wind and solar generation, and increasing consumer involvement in Ontario's electricity market, for example, through demand response and alternative sources of regulation services.

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Bruce's accountabilities in that role encompassed all of the planning and investment activities that prepared the IESO and its market participants and stakeholders for real-time market and system operations, including leading the IESO's Renewables Integration Initiative, supporting which supported the seamless integration of Ontario's growing investment in renewable generation. Leading about nearly one hundred professionals, this role encompassed all aspects of power system analysis and adequacy, market development and market entry, and meeting all requirements for the future reliable operation of Ontario's power system. In this position Bruce also led the IESO's corporate strategic planning, and initiated the IESO's Market Forum, which developed a roadmap and recommendations since implemented for the further development of Ontario's electricity markets.

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As President and CEO, Bruce led the merger of the predecessor IESO and the former Ontario Power Authority in 2015. In that role, Bruce focussed the newly integrated management team on enhancing the public value of the IESO. In practical terms this translated into initiating the multi-year market renewal program; investing in the IESO's human resources, including training and development, in order to support reliable and efficient operation of the evolving power system; and seeking out efficiencies for the sector by engaging stakeholder support for broadening opportunities for demand-side participation, for developing a capacity market and to foster new technologies to improve and capture system efficiencies.

3. Briefly outline examples of the positive and lasting legacy the nominee has left with the people with whom they have worked.

Bruce's positive and lasting legacy with the people with whom he worked, both internally and externally, to the IESO, is rooted in his ability to hone in on what is truly important and influencing others toward achieving the same goals.

Externally, Bruce's commitment to stakeholder engagement continues to be exemplified in the stakeholder engagement process facilitated by the Stakeholder Advisory Committee (SAC), the creation of which Bruce spearheaded in 2005. Bruce worked with stakeholders to find new ways to provide safe and reliable electricity service to those who need it across the province such as connecting remote Indigenous communities to the bulk electricity grid.

~~Another example Bruce also is supporting~~ supported the initiation of a corporate strategy to lead the sector in the implementation of distributed energy resources. Bruce has also worked closely with the Ministry of Energy and the Ministry of Environment and Climate Change to support the implementation of various subsisting government policies such as the Fair Hydro Plan and the Ontario Climate Change Solutions Deployment Corporation ('Green Ontario Fund').

With his authentic style and self-deprecating humour, Bruce could always be approached by those around him to express their views or concerns. Internally at the IESO, Bruce listened to employees from the predecessor companies and worked tirelessly with the IESO Board of Directors to address employee concerns and other integration issues arising from the merger. This was done in part by leading the development and implementation of a new 2016-2020 IESO Strategic Plan which includes, as one of its four strategic goals, a significant investment in the people and processes of the IESO to meet the needs of the sector. Bruce's efforts are exemplified in the integrated organization that is the IESO today.

Bruce was deeply committed to developing ~~those the talent of those~~ around him, and he took great pride in seeing them grow and succeed. Bruce often expressed his amazement in the ~~capabilities~~ capabilities and dedication of those around him employees at the IESO. As he recently said to IESO employees: "I am really proud of everybody for the quality of work you do and the passion you bring to that work." Bruce's encouragement and motivational style has made a demonstrable impact in the continued commitment of IESO employees to providing public value.

Bruce will be sorely missed by both people at the IESO and in the broader Ontario electricity sector. We submit this nomination in full confidence that Bruce is deserving of this prestigious award.