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Nathan Ives Named StrategyDriven Enterprises Chief Executive Officer

Senior industry leader adds hands-on management and operational experience to StrategyDriven's Power & Utilities focused advisory services.

Atlanta, Georgia (January 31, 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 Nathan Ives as the firm's new Chief Executive 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.

"I'm excited to be joining StrategyDriven during this time of unprecedented change and uncertainty within the energy sector," says Ives. "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, Ives was a senior manager in Ernst & Young and Deloitte Consulting's Power & Utility practices; advising industry leaders on the design and implementation of integrated fleet asset management programs.

Before becoming a professional consultant, Ives held several influential nuclear industry positions at the Institute of Nuclear Power Operations (INPO); leading teams of operations professionals in the performance evaluation of dozens of domestic and international power plants and guiding the industry's effort to redefine performance standards in the areas of organizational alignment, managerial decision-making, plant operations, and risk management.

Ives joined INPO from PSEG's Hope Creek Nuclear Generating Station where he stood watch as a U.S. Nuclear Regulatory Commission licensed Senior Reactor Operator.

In 1992, Ives graduated from the United States Naval Academy in Annapolis, Maryland; earning a bachelor of science degree in physics followed by distinguished service as the Assistant Chief Nuclear Engineer and Quality Assurance Officer onboard USS GROTON SSN 694. He received a Master of Business Administration degree from Kennesaw State University in 2004.

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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