



**FOR IMMEDIATE RELEASE: 10/30/2019**

**Sarah Norris placed as Vice President of Sales for Innowatts, Western Region by Sudduth Search**

**Houston, TX: Today**, Sudduth Search, LLC, a boutique retained executive search firm headquartered in Houston, Texas, recruited Sarah Norris as Vice President of Sales for Innowatts. Sarah will be responsible for generating, identifying and closing new business with retail energy providers and regulated utilities in the Western Region of the United States, supporting Innowatts' rapid growth into new markets.

Ms. Norris has been in the utilities industry for over a decade, beginning as an analyst for Energy Acuity, then moving into business development both there and at Detectent, who was acquired by Silver Spring Networks in 2015. Her most recent role was as Senior Director of Client Solutions with EnergySavvy. EnergySavvy's parent company, Tendril, merged with Simple Energy to create Uplight. Sarah brings a strong understanding of challenges surrounding demand-side management, rate education, customer experience and energy analytics in regulated and deregulated markets.

Innowatts is a global energy technology company providing AMI-enabled predictive analytics and AI-based solutions for utilities, energy retailers, emerging retailers, and smart energy communities. To date, the Innowatts eUtility™ technology platform has enabled over 23 million energy consumers and their energy providers with access to lower energy costs and a more reliable and personalized energy experience.

"Sarah brings a deep and broad understanding of the utilities industry that is rare in the market, as well as a strategic ability to understand the unique needs of utility clients. It was such a pleasure working with Sudduth Search. Their unique ability to identify and recruit outstanding talent like Sarah is a true value to Innowatts," said Eric Danziger, Chief Revenue Officer of Innowatts, responsible for leading worldwide sales, marketing, market development and channel partnerships.

Innowatts has raised more than \$25 million to date, most recently closing a \$20 million Series B round in July 2019, led by Energy Impact Partners with participation from Shell Ventures, Iberdrola, Energy & Environment Investment, Evergy Ventures, and Veronorte. Innowatts' syndicate of investment partners represents all major global energy markets, including the United States, Europe, Japan, and South America.

**About Innowatts**

Innowatts is a leading provider of AMI-enabled predictive analytics and AI-based solutions for utilities, energy retailers and smart energy communities. To date, the Innowatts eUtility™ technology platform has provided nearly 23 million energy consumers and their energy providers with access to lower energy costs and more reliable and personalized energy

experience. Innowatts is backed by Energy Impact Partners, Shell Ventures, Iberdrola (Spain), EEI (Japan), Eergy Ventures, and Veronorte (Colombia). For more information, please visit [www.innowatts.com](http://www.innowatts.com)

**About Sudduth Search, LLC:**

Founded in 2019, Sudduth Search is a boutique retained executive search firm headquartered in Houston, Texas focusing on finding transformational, high impact talent for their clients. Jen Sudduth is a search veteran and industry leader in the retained executive search business for companies going through fast growth. With company culture, personalities and technical skill sets at the forefront of the searches, clients count on Sudduth Search to fill their positions with top talent from all over the country.

**Contact:**

Britt Sudduth, COO  
Sudduth Search, LLC  
713.828.1435  
[britt@sudduthsearch.com](mailto:britt@sudduthsearch.com)

###