

CASE STUDY · EXECUTIVE POSITIONING

A first-of-its-kind clean energy tariff

Aligning five global corporations behind one message on a complex pricing structure, and elevating it to a national policy platform.

Hyperscale data centre growth was driving unprecedented electricity demand. Duke Energy partnered with Amazon, Google, Microsoft and Nucor on a tariff structure allowing very large energy users to fund new generation without shifting costs onto other customers. The issue sat precisely at the intersection of business, policy and public perception.

THE CHALLENGE

- A highly complex tariff structure that had to be explained to regulators, media, customers and investors simultaneously.
- Five major corporations with different priorities, communication styles and legal review processes.
- Regulatory scrutiny over fairness and cost allocation.
- A live risk that the public would read the structure as ordinary ratepayers subsidising data centres.

Large-scale energy users should play a greater role in funding the infrastructure their growth requires.

SECTOR

Electric utility, regulated

TYPE

Novel tariff, five-party coalition

ROLE

Enterprise communications lead

AUDIENCES

Regulators, media, customers, investors, federal

WHAT I DID

Led enterprise communications across five organizations

- Directed communications strategy in partnership with executive leadership.
- Coordinated messaging across five organizations and their separate communications teams.
- Authored the executive messaging ultimately delivered at the White House.
- Served as the central alignment point across corporate, regulatory and media stakeholders.
- Built the full materials suite: executive talking points, media messaging and Q&A, press materials and spokesperson strategy.

THE APPROACH

One defensible sentence

Everything hung off a single narrative centred on fairness and customer protection. Talking points, Q&A, spokesperson prep and five separate legal reviews all resolved back to that one line, which is why the message survived contact with the press intact.

A multi-organization operating system

I built a structured communications ecosystem across the five companies, with alignment processes, approval flows and coordinated timelines, enabling a single unified announcement across multiple brands on the same day.

OUTCOME

ALIGNMENT	Five-company communications alignment across Duke Energy, Amazon, Google, Microsoft and Nucor.
VISIBILITY	White House-level visibility through executive messaging at a national policy summit.
COVERAGE	Tier-one and industry coverage including Reuters, Utility Dive, E&E News by Politico and Power Engineering.
MESSAGE ADOPTION	Coverage consistently adopted the customer-protection framing: voluntary participation and infrastructure investment.
REGULATORY STANDING	Credibility strengthened by framing the tariff as a customer-protective solution.

WHAT THIS TRANSFERS TO

This is a rate case with a larger audience. The problem is identical at any scale: explaining who pays for what, in terms a ratepayer accepts, before somebody less friendly explains it for you. A municipal utility facing a rate adjustment or a co-op explaining a new large-load agreement is solving the same problem with fewer people and a shorter runway.