

#IEEE@Siemens2021

# Impact of the Energy Storage Experience Curve: New Applications and New Markets

Expert talk covers:

- Understand the drivers of the energy storage industry with the experience curve framework
- Gain insights to new applications and markets that energy storage innovations have enabled
- Get familiar with value creation through three recent energy storage case studies



**Brian Perusse**

VP of Sales and Marketing  
Development, EMEA at Fluence



Wednesday, 17th of Nov, 11.25-11.55 am. (CET)

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# Impact of the Energy Storage Experience Curve: New Applications and New Markets

Battery-based energy storage assets have been in operation for more than 12 years. As the market scales up, the cumulative learning across the industry drives costs down and unlocks new applications and new markets. Follow along as we highlight three of the latest case studies from the region and abroad – Virtual Hydro Dam, Storage-as-Transmission, and Solar+Storage.

## About Brian:

Brian Perusse is the Vice President of Sales and Market Development in the EMEA region for Fluence. Brian has been working on energy storage for more than 12 years and has held six different roles at the company (including his time at AES Energy Storage). Prior to his current role, Brian led the Americas Sales organization at Fluence where his team won more than \$470M of new orders, including some of the most innovative projects in the world. Brian also served as the head of Global Strategic Marketing and Communications, which included all global marketing efforts, customer experience, product marketing, and brand development activities at the company.

Brian is a former Peace Corps volunteer and holds a degree in mechanical engineering from Cornell University and an MBA with honors from The McDonough School of Business at Georgetown University.

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*“The Experience Curve plays a fundamental role in the progress of the energy storage market. The story started more than 12-years, but it continues to gain momentum and is now transforming the way we power our world.”*

**Brian Perusse**

VP of Sales and Marketing - EMEA

Fluence



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