

Connecting with Customers – Jake Zigelman is Here to Listen

[MUSIC PLAYING] I'm Jake Zigelman, VP of Bay Area region, and I've been here at PG&E for 18 years. When I think of the Regional Service Model, I think of it serving two main purposes. On the internal side, it serves as a structure to drive cross-functional engagement and collaboration, especially when it comes to tackling some of our thorniest problems. On the external side, the Regional Service Model allows us to get closer to our customers and really understand what they need at the very local level.

The Regional Service Model provides benefits both for our coworkers and our customers. It allows us to elevate the voices of our local coworkers and be an advocate for them in terms of delivering localized solutions and projects tailored to our customers' needs.

Here at PG&E, we know that we have a lot of issues and challenges that may not fit neatly within our organizational boundaries. And so that means it's really important to talk together, to work together, to roll up our sleeves and solve these problems cross-functionally across our various teams, across our organizational boundaries, and work on these problems that may not always have a clear owner. And that's what the Regional Service Model allows us to do.

What brings me joy every day is solving tough problems, making our coworkers' jobs just a little bit easier, and delivering better outcomes for our customers. I get to see so many different parts of this company and learn new things, even after 18 years, every single day.

When we are all in the mindset of putting the customer at the center of our work every single day, it opens up the possibilities. It changes the way we think about how we deliver our work, how we deliver our service, how we execute our projects. It puts us in a mindset to think differently, to solve problems that may have felt unsolvable in the past.

I'm incredibly excited about the future for PG&E. We are on the cusp of an incredible shift and acceleration in energy innovation. There are big things happening here at PG&E, and I couldn't be more excited to be a part of that and for all of you to be here on this journey.