



KRISTIN GILKES

Customers First! Coalition

Kristin has been serving in her role as executive director of the Customers First! Coalition since September 2017. The Customers First! Coalition was founded in 1997 as “a coalition to preserve Wisconsin’s affordable and reliable electricity,” and its mission remains the same today. In her role as executive director, Kristin plans to build upon the Coalition’s advocacy and outreach efforts already underway, including hosting the popular annual “Power Breakfast” in Madison, as well as offering other

educational and networking events throughout the year. While the organization is always working to promote the benefits of effective regulation to policy-makers and the public, other upcoming areas of focus include discussions on grid modernization, changing customer expectations, and efforts to help consumers understand the value of and potential uses for electricity.

Kristin began her career working as a staffer in the legislature for then-state representative Phil Montgomery of Green Bay. Montgomery served as the chair of the Energy and Utilities Committee, and Gilkes served as the committee clerk before leaving the legislature to work in media relations for several political organizations. In 2011, when Governor Walker tapped Montgomery to serve as Chairman of the Public Service Commission, Kristin rejoined Montgomery at the Commission and served as Communications Director for the agency. She has also spent time doing government-relations work on behalf several investor-owned utilities during her career. Kristin and her family live in the Madison area. In her spare time, she loves to discuss the benefits of electric vehicles with anyone willing to listen.