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**JOY DITTO CONSULTING: DESCRIPTION OF SERVICES**

[**joydittoconsulting.com**](http://joydittoconsulting.com)

Joy Ditto is the founder and CEO of Joy Ditto Consulting, where she brings her extensive leadership experience to help clients in critical infrastructure industries better position themselves in the marketplace and in Washington, D.C. To support her clients’ goals, Joy also draws on her expertise in resilience and reliability, cyber- and physical-security, broadband and telecommunications for critical infrastructure, electricity markets and clean energy deployment.

Joy Ditto Consulting’s services specifically include the following.

**For Suppliers and Vendors:**

**Evaluation of clients’ current relationships** with critical infrastructure sectors to support strategic goals and to prioritize engagement. Includes review of relationships with trade associations and not-for-profit groups and how to maximize those relationships. Also includes review of, and feedback on, marketing materials and other collateral.

**Judicious use of contacts** for introductions and/or facilitation of meetings based on the clients’ marketplace goals.

**Development of D.C.-based strategy**/support of existing D.C.-based strategy via extensive network in key agencies, Congress, and industry, as well as a deep understanding of how to maximize clients’ engagement and positioning.

**Ongoing, high-level monitoring** and evaluation of trends related to policy goals, if applicable.

**Development of plans and feedback to enhance the thought leadership** of clients’ C-suites, particularly that of the CEOs.

**Implementation of thought-leadership plans** with ongoing feedback and support, including preparing for key speeches and presentations.

**For Critical Infrastructure Providers:**

**Perform strategic planning** with a particular focus on D.C.-based engagement as well as thought leadership in the c-suite to support that engagement.

**Develop thought-leadership plans** for overall industry engagement, including review of clients’ relationships with trade associations and not-for-profit groups and how to maximize those relationships. Support interface with targeted list of such trade associations, if needed.

**Help clients to implement thought-leadership plans** with ongoing feedback and support, including preparing for key speeches and presentations.

**Evaluation of clients’ current relationships** with their vendor/supplier community to identify avenues for reaching new entrants that could serve existing or future needs.

**Ongoing, high-level monitoring** and evaluation of trends related to policy goals, if applicable.

**Availability for Speaking Engagements:**

**On Leadership:** Joy draws on her seven-year tenure as an association CEO for the electric sector during a time of unparalleled change, informing her views on leadership – its challenges and opportunities.

**On Change:** Joy has learned from her experiences in both her personal and professional lives how change and how it is perceived can greatly impact leaders’ success or failure.

**On Energy:** Joy’s 25 years of experience representing the electric sector gives her a unique vantage point from which to both look back and look forward as the industry shifts to accommodate multiple imperatives. She focuses on the key challenge of enabling innovation while maintaining high levels of reliability.

**On Security:** Joy’s perspective derives from her personal life as the daughter of a Marine Corps aviator and the stepdaughter of a Naval aviator and seven-year POW, as well as the years she has spent advocating for the electric sector on cyber- and physical-security and electric reliability while at the American Public Power Association and Utilities Technology Council, including as a leader in the Electricity Subsector Coordinating Council.