

## B-MeX Working Group - Nominations and Biographies:

### Lissa Balmer (Wave)

Lissa is currently responsible for all things SME from customer service to sales, complaints, and quality. She is highly customer focused and chairs the RWG Complaints Group and was instrumental in the creation of a Good Practice Guide for complaints as well as a Memorandum of Understanding for dealing with complaints between Wholesalers and Retailers.

### Matt Garfield (Anglian Water)

Matt is responsible Customer Service for NHH Retailers and NAV's. He manages the service desk team for AWS along with the strategic account management team including all aspects of Retailer engagement from on-boarding, service requests and general market performance.

### Brett Conibere (South West Water)

As Head of Service Insight at South West Water Brett is responsible for developing and leading their customer data and insight strategy to understand the drivers of service and from this develop evidenced based improvement solutions which will enhance the customer and end user experience. His responsibility reaches across both HH and NHH customers with success measured across all ODI's (including C-MeX), Regulatory and stakeholder commitments and NHH retail market performance (including R-MeX).

### Sharon Bellwood (Yorkshire Water)

Sharon has recently moved from a retailer to a wholesaler and now leads Yorkshire Water's Customer Regulation Team. As a strategic leader, she heads up the content creation of Yorkshire Water's customer 5-year PR24 business plan, providing assurance on the delivery, and the associated customer experience strategy and appropriate customer policies. Sharon will also report on service measures C-MeX, D-MeX and R-MeX, and provide expert advice across the business relating to regulatory changes which will affect the customer experience.

### Lauren Musselwhite (Wessex Water)

Within her current role Lauren is responsible for all wholesaler to retailer interactions, including relationship management, account queries and customer complaints. Her team are also responsible for arranging the relevant scheduling of all customer incidents that result in a site visit from their field staff. Lauren also oversees performance metrics within the company that relate to our levels of service to NHH customers and retailers, including acting as the lead business contact for R-Mex.

### Sally Ainsworth (United Utilities)

Sally's role covers leading the UU's reporting on C-MeX and D-MeX, heading up on complaints and quality operational activity and broader change activities. She has first-hand experience of the development and implementation of existing regulatory Customer Experience Measures and running UU's own company equivalent surveys and direct access to customer feedback and sentiment. Sally also chairs the Customer Service Network for Water UK.

### Dave Pearse (Northumbrian Water)

Dave is an account/relationship manager for retailers NAVs, other wholesalers, and non-household customers. He has developed NWL non-household policy and procedures with external & internal stakeholders. He has experience in working within water industry groups e.g. WIRSAE; R-MeX; NAV Networking Group and is developing and managing NWL's wholesale web-site content and layout. Dave is also the lead non-household customer engagement for high consumption developments and in resource stressed areas.

#### Kate Wood (Water Plus)

Kate's current role at Water Plus is Customer Experience Manager, her primary focus is to understand the drivers of customer dissatisfaction and implement solutions and countermeasures to reduce this. She works across the business with senior stakeholders to ensure action plans and accountable remedial activities are owned, understood, and progressed.

#### Sue Clarke (Bristol Water)

Sue is the Head of Customer Experience at Bristol Water, responsible for the Customer Experience of their 1.2 million household customers, their Developers/Self-Lay Providers, Retailers, and the businesses they supply. Sue creates and deliver their customer experience strategy and is responsible for the research and engagement across all the customer bases. She is accountable for all customer measures in the business plan, including both the delivery and reporting of them to auditors and stakeholders.

#### Adam Boyns (CCW)

Adam works within CCW's Markets & Competition team, where he is responsible for working with Trading Parties, MOSL and Ofwat to help ensure customers in the non-household market are receiving a good service and are protected. Adam works with their consumer relations team to link our complaints data with the organization's customer research, so they stay on top of the customers' views of the market. This is used to then challenge Trading Parties on performance issues, and share good practice, but also used to press for regulatory action where appropriate. As a member of the Market Performance Committee, Adam also ensures that he is close to the other performance areas and has used his position to input to market performance strategy to ensure this is working in the interests of customers. As an active participant on the RWG, he regularly collaborates with Trading Parties and other stakeholders to help ensure market frictions are being resolved, and that the group focuses on areas of work that will produce the most customer benefits.

#### Michael Rathbone (Severn Trent Water)

Michael is the Market Strategy Manager at Severn Trent Water; With responsibility for Market Change and Development, delivering feedback on consultations on behalf of Severn Trent, then implementing Business Changes required by approved Market Code changes. He has responsibility for maintaining awareness of market information, proposals under discussion and future market development. He also has responsibility for reporting OPS and MPS performance as well as Retail Account Management (including R-Mex performance) Market Software Integration, and associated projects. He has previously worked in performance and contract management within the NHH market and with NAV engagement, including D-Mex performance. Michael has extensive experience in Customer Services and Account Management following an academic career in chemistry. He is a current member of the MPC and have also been a member of Panel in the past. He also currently serves on the Code Advisory Group (CAG) delivering the code change review required for the bilateral hub and has also been involved in the RWG since its inception and currently chairs a subgroup on Eligibility.

#### Gerard Lyden (Thames Water)

Gerard is currently Head of Market and Service Development at Thames Water. Within this role he leads on all topics related to the Code governing the non-household (NHH) market, on which he has a detailed expertise. Gerard is accountable for developing and pricing their wholesale services and for Thames' compliance with the Code and other obligations. Importantly he is responsible for market engagement, working with Trading Parties and other Stakeholders to improve the market. To support the market Gerard is a member of the Market Performance Committee (MPC), an alternate Panel member and an active member of RWG, including chairing the RWG Group that developed the Retailer Measure of Experience (RMEX).

