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Kristian Ruby appointed as next Secretary General of EURELECTRIC



Credits: Jason Bickley

Following a meeting of its Board of Directors, EURELECTRIC announced today that it has appointed Kristian Ruby as the industry association's next Secretary General, effective January 2017. Kristian Ruby will succeed Hans ten Berge, who served a total of 10 years as EURELECTRIC Secretary General and played a significant role in developing the industry association's reputation in Brussels as the "single voice of the European power sector".

Kristian Ruby brings to the association a wealth of experience in political communication and public affairs. He is currently part of the Executive Management team at WindEurope, where he serves as Chief Policy Officer in charge of developing and implementing the political strategy of the association.

Prior to WindEurope, Mr Ruby worked as assistant to the former European Commissioner for Climate Action, Connie Hedegaard and also, for a number of years, as a public servant in the Danish Ministries of Climate and Energy as well as Environment. In addition, Mr Ruby has considerable experience in communications and media relations.

"I am excited to join the strong team of policy and industry experts at EURELECTRIC. And I am glad to be joining such a respected association at a time where the industry is going through a major transformation. As the world forges ahead on sustainable development policies and global climate action, the importance of the electricity industry will only increase. The power sector is the lynchpin of the energy transition. And with electrification we have a unique opportunity to stimulate economic growth and provide benefits for society and the environment at the same time," said Ruby.

Hans ten Berge, who served a total of three full mandates at the helm of EURELECTRIC, and now retiring, said, "Kristian's experience on the Brussels scene makes him a valuable addition to EURELECTRIC. We view his appointment as a sign of our commitment to being the leading association representing the European electricity industry in these changing times. I am confident that Kristian will play a key role in providing and implementing quality services for our members."

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Note to Editors: EURELECTRIC is the sector association representing the interests of the European electricity industry at pan-European level. We represent the power sector in over 30 European countries, speaking for more than 3,500 companies in power generation, distribution and supply. We also have affiliates and associates on other continents. Our permanent Secretariat is based in Brussels. More information on our activities is available at www.eurelectric.org

