



Wisconsin Public Utility Institute



Martin Day, MG&E

Martin Day has worked in the utility industry for over 20 years. Currently he is the Manager of Forecasting and Optimization for Madison Gas and Electric (MG&E) where he is tasked with overseeing the development of electric and natural gas customer, sales, peak demand and revenue forecasts. The Forecasting and Optimization Area at MG&E is also responsible for various customer analytic and segmentation projects including load research, customer surveys, market analysis, and distribution area forecasts.

Martin is a UW– Madison graduate and has lived in the Madison Area since 1990.