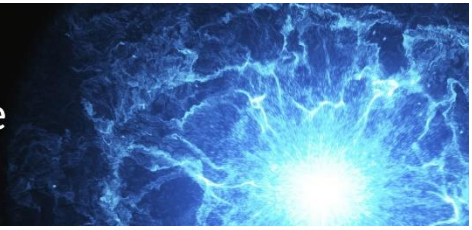




Wisconsin Public Utility Institute
UNIVERSITY OF WISCONSIN-MADISON



ROBERT PALMBERG
Dairyland Power Cooperative

Rob Palmberg has served as Dairyland's vice president of external and member relations since November 2019. In this role, he oversees business development activities, energy efficiency programs, innovation initiatives, Government relations, environmental affairs, and compliance. Rob joined Dairyland as a project engineer in 1995. Since then, he has filled many roles at Dairyland: manager of generation engineering, director of generation support services, vice president of generation, and vice president of strategic planning. He

was promoted to the Dairyland executive team in May 2012. Prior to joining Dairyland, Rob was employed by Commonwealth Edison in quality assurance and plant engineering roles and served for 5 years in the U.S. Army Reserves. Rob earned his B.S. in mechanical Engineering from Marquette University and his MBA from the University of Wisconsin-La Crosse. He is active in the La Crosse community, being named the Great Rivers United Way's 2018-19 Campaign co-chair and is a current member of their board of directors. He also is active with the Rotary Club of La Crosse.