



LAURA SCHAUER

Illume Advising

Laura Schauer is vice president with Illume. She is an industry leader with more than 20 years of experience working with utilities, public service commissions, and private organizations to provide exceptional research, evaluation, and management consulting services. In each engagement she leads, Laura puts the focus on providing value and exceptional service to clients and stakeholders. Laura is a creative methodologist who is adept at research design that identifies and prioritizes clients' critical research issues and needs, both short- and long-term. Laura keeps the big picture in mind while also making sure the multidisciplinary teams she draws together and manages get the details right. She has led dozens of evaluations and research projects ranging from focused market research studies to multi-million-dollar, multi-year, portfolio-level evaluations in her long career. Never satisfied with the status quo, Laura draws on her strengths in strategic thinking and process improvement to help the ILLUME team continually improve our services for our clients. Laura recently applied her creative problem solving and research design skills to lead an innovative market assessment to characterize nonparticipants and investigate barriers for participation among residential customers for the Massachusetts Program Administrators. Focusing on segments of interest including renters, moderate income customers, and non-English speakers, Laura led a large-scale, multi-mode data collection effort that characterized nonparticipants, provided insights into their barriers, and developed implementation-ready recommendations to improve service to hard-to-reach segments. Laura holds a B.A. in technical communications and English from the University of Wisconsin-Madison.