



ALEXANDRA DUNN

Illume Advising

Alex Dunn is a cognitive psychologist and linguist who channels her quest to understand human behavior into providing insightful energy research findings. She has well over a decade of applied research experience, most of which has been in the energy industry. She excels at leading large-scale research projects for utilities and for statewide and national stakeholders in rate design, midstream market transformation, and marketing assessments. She believes in using non-traditional methods and out-of-the-box thinking to help find fresh and creative ways to answer clients' burning questions. Alex dexterously combines qualitative and quantitative elements into research designs that provide implementation-ready insight. Previously, Alex was a director with Research Into Action. She received her B.A. from the University of California, Berkeley and her PhD from the University of California, Santa Cruz.