



EMILY MORRIS

Illume Advising

Emily Morris is a skilled researcher and data scientist with experience in impact evaluation, market research, and resource planning. She is passionate about helping clients get the most from their data to inform smart decision-making. Emily is a trained economist who has led benefit-cost analyses to prove that energy efficiency, demand management, and demand response spending are often better financial investments than building traditional capital assets like substations and transformers. She has also led regulatory reporting efforts for whole energy efficiency portfolios and billing analyses for lighting, heat pump, and home energy report programs. Trained in economics and environmental studies, Emily is adept at answering research questions that explore the space between the two.