



KRISTIN GILKES

Customers First Coalition

Kristin Ruesch Gilkes is the executive director of Customers First Coalition (CFC) where she advocates on behalf of the CFC. She has worked to expand the group's educational outreach efforts with the introduction of the Electric Wire podcast. For over two decades, CFC's mission has been to preserve Wisconsin's affordable and reliable power through effective regulation. CFC hosts regular Power Breakfast events, podcasts, and webinars to help policymakers and the public understand the full impacts of energy proposals as

they are considered. Kristin's career in the energy industry also spans over two decades. In the Wisconsin State Legislature, she served as an aide to then-state Representative Phil Montgomery (R-Ashwaubenon) who chaired the Assembly energy and utilities committee, with Kristin eventually serving as committee clerk. She has also been a spokesperson for several high-profile political campaigns, served as communications director at the Public Service Commission of Wisconsin, and worked in public affairs for Alliant Energy. She has served on the Wisconsin Women in Government board of directors, is a member of the WPUI board of directors, and is a graduate of Leadership of Greater Madison. She is a graduate of the University of Wisconsin-Madison and received an MBA from the University of Wisconsin-Whitewater.