

**Emma Cottle, Internet Services Manager, Northern Powergrid**

Emma Cottle is Internet Services Manager at Northern Powergrid. Since graduating from university, Emma has worked as part of the team at Northern Powergrid since 2003. Beginning her career in the Network Trading area of the business, Emma headed up a team responsible for data quality, this entailed building close relationships with electricity suppliers and maximising income opportunities arising from data transfer and data improvement. In 2011, Emma moved to a newly created role within the business, Internet Services Manager. The role was originally created with the sole purpose of providing website self-service to customers and developing a smart-phone site alongside Northern Powergrid's digital partner. Social media was soon recognised as a key part of Northern Powergrid's customer engagement agenda and Emma was responsible for introducing this into the business. Emma's current responsibilities now include managing the contract with Northern Powergrid's digital partner, managing and facilitating website development including moving core services to the website and working alongside the operational team to set the Northern Powergrid's social media strategy.