

Shota Kobayashi

Position/Department/Division/Institution/Organization

Manager, Market Development, Enel X

Country

Japan

Career history

Shota Kobayashi is a Manager of Market Development at Enel X, which is a new global business line within the Enel Group that includes the recently acquired technology and services from global leaders like EnerNOC, Demand Energy, and eMotorWerks.

Shota is based in Tokyo to support a local Demand Response operation with major Japanese utilities.

After several years of government-subsidized pilot, Shota led a team to secure 60 MW of DR contract with Kyushu Electric Power Company in 2017, and successfully expanded the DR capacity to 165 MW in four utilities in 2018.

His main responsibility is to support policy stakeholders to make sure Japan's future electricity markets to be technology-neutral, allowing participation of demand-side resources. Shota holds management and economics degree from the University of Massachusetts, Amherst.