

FOR IMMEDIATE RELEASE

The PPDM Association Appoints Robert Brennan Hart, Founder of the Canadian Cloud Council, as Chief Communications Officer

Calgary, Alberta – The PPDM Association ([PPDM](#)) is pleased to announce the appointment of Robert Brennan Hart as the organization's new Chief Communications Officer.

PPDM acknowledges that the future of the energy sector depends not only on technological progress, but also on nurturing a culture where data and creativity intersect to achieve heightened environmental and social standards. The strategic selection of Mr. Hart, a globally recognized leader in the technology and energy industries, underscores PPDM's unwavering commitment to



excellence in data management and consequential innovation within the energy sector.

"The vision of the PPDM Association is deeply rooted in cultivating a community of empowered data professionals who both initiate and influence formative innovations throughout the energy sector," commented Trudy Curtis, Chief Executive Officer of PPDM.

"The addition of Robert Brennan Hart to our leadership team is a significant step towards actualizing this vision. Robert's role will be instrumental in broadening our sphere of influence across the energy value chain, ensuring that our collective body of knowledge continuously evolves to meet the dynamic needs of our members."

Robert Brennan Hart has been recognized by the United Nations as one of the world's Top 70 Digital Leaders and Avenue Magazine as a Top 40 Under 40 digital luminary. As the founder and former CEO of the Canadian Cloud Council and Politik, Robert is a long-standing advocate for the advancement of a more equitable and enlightened digital society and has participated as a member of the United Nations Global Digital Council, DocuSign global advisory board, and HotTopic's Meaningful Business steering committee.

Having served as Chief Communications Officer at Abaxx Technologies, Chief Communications Officer at the Electronic Recycling Association, and Chief Marketing Officer at Rigstar Communications, Mr. Hart has been a regular contributing writer on responsible innovation for The Globe and Mail, IT World Canada, Betakit, and CSQ Magazine. Leveraging this extensive background, he aims to advance the growth of the

PPDM community by overseeing global events, external stakeholder engagement, media relations, and strategic communications.

Robert Brennan Hart emphasized, "Discussions on decarbonization routinely revolve around formative technologies facilitating the transition to carbon-neutral operations. Business leaders across the corporate spectrum now attribute a vital role to digital innovation, signaling substantial investments in enhancing IT and data functionality. However, technological prowess, though pivotal, is not the exclusive catalyst for success."

"To realize corporate responsibility objectives, business leaders must cultivate a culture of creativity, sustainability, and sound data governance across every echelon – from the boardroom to the operational frontlines. My decision to join PPDM reflects a commitment to supporting the association in its mission of galvanizing, educating, and empowering a global community of leaders passionate about reconciling digital innovation with sustainable growth."

About the PPDM Association

The PPDM Association is the global, not-for-profit society within the energy industry that provides leadership for the professionalization of energy data management through the development and dissemination of best practices and standards, education programs, certification programs and professional development opportunities. PPDM represents and supports the needs of energy companies, regulators, software vendors, data vendors, consulting companies, and data professionals around the globe.

Through the PPDM Association the global community of energy data practitioners works collectively to develop standards, best practices and other data resources that are leveraged by resilient, qualified data professionals to enable data capability in a changing energy industry.

For additional information, please visit www.ppdm.org, or contact Robert Brennan Hart, Chief Communications Officer of PPDM Association, at hartr@ppdm.org.