



## Program Addendum

### Wednesday, November 2:

3:00 – 4:30 Additional presenter in Education Session 3: *Using Technology to Drive Business Competitiveness- Three "Success Stories" of Technology Adoption* (Pointe Sainte Anne C):

**Kelly Hill**, *Director, Business Innovation*  
NB Power  
(Biography on page 2)

### Thursday, November 3:

9:30 – 11:30 Additional presentation under the International Opportunities Stream (Pointe Sainte Anne D):

**Michael Ballweg**, LinguLab GmbH  
LinguLab helps people to write better copy  
**Panelist station #10**  
(Proposal on page 3)





## Program Addendum

### Education Session 3:

#### *Using Technology to Drive Business Competitiveness - Three "Success Stories" of Technology Adoption*



**Kelly Hill**  
*Director, Business Innovation*  
**NB Power**

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E3B 4X1

Kelly Hill has over twenty years of diverse experience within the utility industry. After graduating from the University of New Brunswick, Kelly immediately started her career at New Brunswick Power. She has held positions of increasing responsibility from analytical to managerial roles in several areas of the company including Engineering & Construction, Customer Service, Credit and Collections, and Information Systems.

Most recently Kelly has held the director role for Customer Care and is presently contributing her experience and passion to the Business Innovation team where their goal is to improve processes and productivity within the utility.

As a past IT project sponsor, Kelly and her team have benefitted first hand from the introduction of technology into the business of customer service with the implementation of web customer self-serve in 2008. Since then NB Power has not only been able to improve service to its customers through this more cost-effective channel but in 2011 they were ranked the #1 utility website in Canada.



**Énergie NB Power**





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### International Opportunities Stream

#### LinguLab helps people to write better copy



**Michael Ballweg**  
*Managing Director*  
LinguLab GmbH

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#### Description of the Business/Research Idea

LinguLab was designed to help writers measure and improve the quality of written text. Originally designed for German users, LinguLab is getting ready to launch their English version, designed for the North American market and for non-native English writers. The tool analyzes the structure, style and the content of written text and helps people to optimize it for search engine readability. For the future we plan French, Italian and Spanish versions as well.

#### Potential Applications in Industry

LinguLab is targeting all companies which want to measure/improve the quality of their communication with their customers over the whole customer life-cycle. In Germany, these industries are: insurance companies, banks and energy providers.

#### Status of the Business Idea

- Business plan, market launch

#### Desired Cooperation with Industry in Connection with this Project

- Licensing (manufacturing and marketing)

#### More information

[www.lingulab.net](http://www.lingulab.net)

