

Dianne D. Anderson, who has held numerous executive and managerial positions at BP since 1983, has been named the first executive director of the [Great Lakes Institute for Energy Innovation](#) at Case Western Reserve University. She begins her new duties today.

The vision of the Great Lakes Institute for Energy Innovation is to enable the transition to advanced, sustainable energy generation, storage, distribution and utilization through coordinated research, development and education. The distinctive feature of the institute will be its ability to translate results from the leading edge of Case Western Reserve's research thrusts in renewable power, energy storage and efficiency to the next generation of energy technologies.



Dianne D. Anderson

As executive director of the institute, Anderson, whose last position at BP was as president of the company's West Coast Fuels Marketing (ARCO) division, will provide national and international leadership in the formation of strategic partnerships and alliances with industry, government and other academic institutions as the cornerstone of the institute's approach, according to [Norman Tien](#), dean of the [Case School of Engineering](#), where the energy institute is based.

"We are thrilled to have an experienced energy industry professional like Dianne Anderson help lead the Great Lakes Institute for Energy Innovation," said Tien. "Through her work at BP, Dianne has the expertise and business acumen that will allow the institute to accomplish its goals of creating solutions for today's energy demands, while developing farsighted energy research and energy-use strategies for tomorrow."

For the last two years, Anderson, a native Ohioan, has lived in Los Angeles, serving as president of BP's West Coast Fuels Marketing division. She was responsible for ARCO branded gasoline and unbranded diesel marketing west of the Rockies. The business integrates deeply with refining, supply and trading and the BP am/pm retail businesses.

During her tenure at BP, Anderson has worked in executive positions and lived all over the United States and in Europe, including California, Illinois, Pennsylvania and Texas, as well as in the United Kingdom and Poland. Prior to her job as president of the West Coast Fuels Marketing, she worked in Houston at North American Gas & Power where she led a marketing team in support of identifying and optimizing customer trends in gas and electricity. Also in this role she managed all natural gas and electric power regulatory affairs for Canada and the U.S.

"I'm very pleased to have been chosen to help lead the Great Lakes Institute for Energy Innovation," said Anderson. "I'm looking forward to working closely with Dean Norman Tien and [Iwan Alexander](#) (professor of [mechanical and aerospace engineering](#) and faculty director of the Institute), all of our faculty researchers, and our local, state and national partners to achieve the Institute's vision and mission. I'm also pleased to see this happening for Cleveland and the Great Lakes region and to support the advancement of sustainable energy. I believe the establishment of the Institute was a great idea."

Anderson emphasized that collaboration between academia, industry and government is key to the energy institute's success. In addition, she stressed that success depends on building upon the skills and capabilities that already exist in the Greater Cleveland area and at the university.

"Case Western Reserve clearly has the expertise in, for example, fuel cell and electrochemical research, wind energy technology and sensor technology," Anderson said. "Part of our task with the institute is to make sure these and other research areas are included in solution that industry desires. We want to be an institute that is delivering." Anderson graduated *magna cum laude* in 1983 with a bachelor's degree in civil engineering from West Virginia University. She also has completed senior executive development programs at Harvard, Cambridge and Northwestern universities and was a guest faculty member within the Stanford University Program on Customer Focused Innovation.

She and her husband Jim, a dentist, make their home in Aurora, Ohio.