

Powering the Future Maximizing Energy Storage Value with David Braun

October 20, 2026
By Matthew Karmel

In this episode of the MSSIA Insight Podcast, host Matthew Karmel, Chair of Offit Kurman's Environmental & Sustainability Practice, sits down with David Braun, Chief Commercial Officer at Intelligent Generation, to explore how distributed energy storage is creating new opportunities for businesses, developers, and the broader energy grid. With more than 35 years of experience in the energy and utility sector, David shares how battery storage can help commercial and industrial customers earn revenue, reduce energy costs, and improve power reliability. The conversation explores revenue stacking, including how batteries can generate value through wholesale energy markets, reduce capacity and transmission charges, store excess solar energy, and provide backup power during outages or disruptions. Matthew and David also discuss the evolving energy storage landscape across New Jersey, Pennsylvania, and Delaware, highlighting differences in state policies, utility programs, and opportunities for virtual power plants. David explains how industry collaboration through MSSIA can help advance effective energy policies and accelerate project development. Looking ahead, David shares his perspective on the future of distributed energy storage, the transition toward a more interconnected and resilient grid, and the importance of accurately modeling battery economics to demonstrate project value and support investment decisions.

In this episode, you'll learn about:

- How battery storage can help businesses earn revenue, save money, and protect operations.
- What revenue stacking means and how multiple battery applications create economic value.
- How rising capacity and transmission charges are influencing energy storage opportunities in PJM.
- The differences in energy storage policies and incentives across New Jersey, Pennsylvania, and Delaware.
- The role of virtual power plants in supporting grid reliability and managing energy demand.
- Why accurate financial modeling, customer load profiles, and utility rate structures are critical to evaluating battery projects.
- How MSSIA supports industry collaboration and policy advocacy across the Mid-Atlantic.

Whether you're a solar or storage developer, investor, contractor, attorney, or clean energy professional, this episode offers practical insights into the economics, policy considerations, and emerging opportunities shaping the distributed energy storage market.

About the MSSIA Insight Podcast

Powered by Offit Kurman and presented in partnership with the Mid-Atlantic Solar & Storage Industries Association (MSSIA), the MSSIA Insight Podcast explores the legal, regulatory, and business developments shaping the solar and energy storage industries across New Jersey, Pennsylvania, and Delaware. Hosted by Matthew Karmel, the podcast features conversations

with industry leaders and subject matter experts, delivering actionable insights to help clean energy professionals navigate an evolving industry. New episodes are released every other month.

Join our next policy committee call as a guest to see firsthand the impact we're driving: <https://forms.gle/8WqmDvdJUKBh35Qw7>