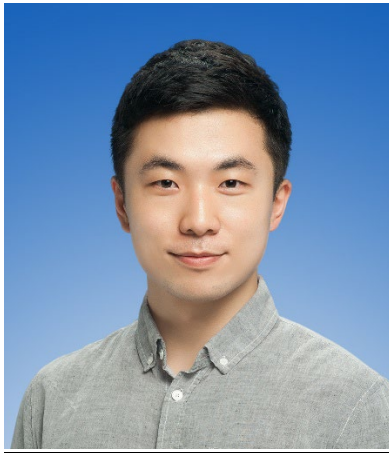


Transforming the Northwest Energy System NWESS 2026



University of Washington
Alder Hall
April 1-2, 2026



Speaker: Geon Seok LEE

Title: Understanding AI Adoption in the Power Industry: NEETRAC's Industry Analysis and Key Insights

Abstract: The power industry is experiencing rapid and unpredictable changes driven by AI's fast-moving developments. To understand how AI is being adopted across the industry, and to identify emerging opportunities and challenges, the National Electric Energy Testing, Research & Applications Center (NEETRAC) conducted an industry analysis on AI adoption trends.

This project examines how AI is being applied in the power industry today and discusses emerging technologies that are influencing planning, operation, maintenance, and other industry activities.

Based on these findings, this talk delivers NEETRAC's perspective on the current state of AI, incorporating insights from both utilities and manufacturers.

Bio: Geon Seok is an electrical research engineer at NETTRAC at the Georgia Institute of Technology. His work focuses on condition monitoring, failure analysis, prognostics and health management, advanced signal-processing methods, and applications of artificial intelligence in electric-power systems.

He received his B.S. and Ph.D. degrees in Electrical and Electronic Engineering from Yonsei University, Seoul, South Korea, in 2014 and 2020, respectively. From 2021 to 2024, he served as a Postdoctoral Research Fellow in the Accelerator Technology and Applied Physics Division at Lawrence Berkeley National Laboratory (LBNL), Berkeley, CA, USA. He joined NEETRAC in 2024 as a Research Engineer, where he continues to advance diagnostic technologies and data-driven approaches for utility assets.