

Lauren Snyder

Vice President of Customer Experience



Lauren Snyder is Vice President of Customer Experience for Consumers Energy, Michigan's largest utility and the nation's fourth largest combination utility. The company provides electricity and natural gas to 6.6 million of Michigan's 10 million residents.

When promoted to this position in 2017, Snyder was the youngest female officer to be named at Consumers Energy – a distinction that still stands today.

Snyder is the company's marketing and sales officer. She has responsibility for customer products that support the Clean Energy Plan (e.g. renewable energy, electric transportation and demand-side management); economic development; and all external communications including brand and media relations.

Snyder's vast and varied yet consistently customer-focused career with Consumers Energy spans more than 20 years. From the frontlines of operations working directly with customers, to helping lawmakers advance policies that put customers first, and developing the company's long-term customer strategy to deliver improved experiences, the customer has been at the heart of her work. Snyder is uniquely positioned shape the company's customer-first approach.

As a working mother of four children, Snyder served as executive sponsor for the company's Women in Energy resource group. She was honored to lead development of Consumers Energy's world-class parental leave policy.

Snyder holds a master's degree in business administration from Michigan State University (MSU). She also holds bachelor's degrees in marketing and international relations from MSU. While at MSU, she was part of the Women's Varsity Golf Team.

Snyder serves on the boards of directors of the West Michigan Center for Arts + Technology (WMCAT), the Grand Rapids Chamber of Commerce and the Legatus Chapter of West Michigan. Under Lauren's leadership, the company has been named a Top Utility in Economic Development by Site Selection Magazine and a U.S. Environmental Protection Agency (EPA) ENERGY STAR® Partner of the Year.