

ROB CRAIN

Nasc Consulting

Rob Crain is the founder of Nasc Consulting. He works with Wisconsin communities facing major infrastructure decisions, from data centers to the grid upgrades that follow them, helping local officials build the right relationships and get clear answers before they commit. Rob's senior leadership roles at Alliant Energy and Madison Gas and Electric, and his earlier newsroom work, taught him how to ask the hard questions and what it feels like to answer them. He is the author of the white paper *Lessons from DeForest.*