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Alex Eller is a senior research analyst contributing to Guidehouse Insights' Utility-Scale Energy Storage and Energy Storage Systems Tracker solutions. Eller specializes in global market analysis and competitive assessments to evaluate new products, company strategies, and forecast market growth for energy storage and other distributed energy technologies.

Prior to joining Guidehouse Insights, Eller served as an account manager at Energy Acuity, where he was also the lead analyst for a research project on the investment strategies of US power utilities. He has worked with diverse clients, including utilities, Fortune 500 companies, private equity firms, technology startups, and leading software providers to ensure they have a complete understanding of their target markets and the competitive landscape in the emerging distributed energy ecosystem. Eller has been cited in numerous industry publications and media outlets, including the Wall Street Journal, Bloomberg, Utility Dive, and Electric Light & Power. He holds an MBA from the University of Colorado Boulder and a BSBA in international business from the University of Denver.