

FILE



Public Utilities Commission

Original CRS Case Number	Version
14 - 1343 -EL-CRS	May 2016

RENEWAL APPLICATION FOR RETAIL GENERATION PROVIDERS AND POWER MARKETERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit C-10 Corporate Structure). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division; 180 East Broad Street, Columbus, Ohio 43215-3793.

This PDF form is designed so that you may input information directly onto the form.
You may also download the form, by saving it to your local disk, for later use.

A. RENEWAL INFORMATION

A-1 Applicant intends to be renewed as: (check all that apply)

- ☐ Retail Generation Provider
 ☐ Power Broker
☒ Power Marketer
 ☒ Aggregator

A-2 Applicant's legal name, address, telephone number, PUCO certificate number, and web site address

Legal Name Agera Energy LLC
 Address 555 Pleasantville Road, S107, Briarcliff Manor, NY 10510
 PUCO Certificate # and Date Certified 14-881(e); 10/17/2014
 Telephone # (844) 692-4372 Web site address (if any) www.ageraenergy.com

A-3 List name, address, telephone number and web site address under which Applicant does business in Ohio

Legal Name Agera Energy LLC
 Address 555 Pleasantville Road, S107, Briarcliff Manor, NY 10510
 Telephone # (844) 692-4372 Web site address (if any) www.ageraenergy.com

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A-4 List all names under which the applicant does business in North America

Agera Energy LLC

A-5 Contact person for regulatory or emergency matters

Name Raima Jamal
Title Regulatory Contact
Business address 555 Pleasantville Road, S107, Briarcliff Manor, NY 10510
Telephone # (914) 205-5838 Fax # _____
E-mail address rjamal@ageraenergy.com

A-6 Contact person for Commission Staff use in investigating customer complaints

Name Paula Cronin
Title Manager of Customer Care
Business address 555 Pleasantville Road, S107, Briarcliff Manor, NY 10510
Telephone # (844) 692-4372 Fax # _____
E-mail address customercare@ageraenergy.com

A-7 Applicant's address and toll-free number for customer service and complaints

Customer Service address 555 Pleasantville Road, S107, Briarcliff Manor, NY 10510
Toll-free Telephone # (844) 692-4372 Fax # _____
E-mail address customercare@ageraenergy.com

A-8 Applicant's federal employer identification number # 465028122

A-9 Applicant's form of ownership (check one)

☐ Sole Proprietorship ☐ Partnership
☐ Limited Liability Partnership (LLP) ☒ Limited Liability Company (LLC)
☐ Corporation ☐ Other _____

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

A-10 Exhibit A-10 "Principal Officers, Directors & Partners" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

B. MANAGERIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- B-1** Exhibit B-1 "Jurisdictions of Operation," provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services.
- B-2** Exhibit B-2 "Experience & Plans," provide a description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4928.10 of the Revised Code.
- B-3** Exhibit B-3 "Disclosure of Liabilities and Investigations," provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.
- B-4** Disclose whether the applicant, a predecessor of the applicant, or any principal officer of the applicant have ever been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.
☒ No ☐ Yes

If yes, provide a separate attachment labeled as Exhibit B-4 "Disclosure of Consumer Protection Violations" detailing such violation(s) and providing all relevant documents.

- B-5** Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service denied, curtailed, suspended, revoked, or cancelled within the past two years.
☒ No ☐ Yes

If yes, provide a separate attachment labeled as Exhibit B-5 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation" detailing such action(s) and providing all relevant documents.

C. FINANCIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- C-1** Exhibit C-1 "Annual Reports," provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why. (This is generally only applicable to publicly traded companies who publish annual reports.)

- C-2 Exhibit C-2 “SEC Filings,”** provide the most recent 10-K/8-K Filings with the SEC. If the applicant does not have such filings, it may submit those of its parent company. An applicant may submit a current link to the filings or provide them in paper form. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.
- C-3 Exhibit C-3 “Financial Statements,”** provide copies of the applicant’s two most recent years of audited financial statements (balance sheet, income statement, and cash flow statement). If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, it shall file audited or officer certified financial statements covering the life of the business. If the applicant does not have a balance sheet, income statement, and cash flow statement, the applicant may provide a copy of its two most recent years of tax returns (with social security numbers and account numbers redacted).
- C-4 Exhibit C-4 “Financial Arrangements,”** provide copies of the applicant's financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.,).

Renewal applicants can fulfill the requirements of Exhibit C-4 by providing a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU’s collateral requirements.

First time applicants or applicants whose certificate has expired as well as renewal applicants can meet the requirement by one of the following methods:

1. The applicant itself stating that it is investment grade rated by Moody’s, Standard & Poor’s or Fitch and provide evidence of rating from the rating agencies.
2. Have a parent company or third party that is investment grade rated by Moody’s, Standard & Poor’s or Fitch guarantee the financial obligations of the applicant to the LDU(s).
3. Have a parent company or third party that is not investment grade rated by Moody’s, Standard & Poor’s or Fitch but has substantial financial wherewithal in the opinion of the Staff reviewer to guarantee the financial obligations of the applicant to the LDU(s). The guarantor company’s financials must be included in the application if the applicant is relying on this option.
4. Posting a Letter of Credit with the LDU(s) as the beneficiary.

If the applicant is not taking title to the electricity or natural gas, enter "N/A" in Exhibit C-4. An N/A response is only applicable for applicants seeking to be certified as an aggregator or broker.

- C-5 **Exhibit C-5 “Forecasted Financial Statements,”** provide two years of forecasted income statements for the applicant’s **ELECTRIC related business activities in the state of Ohio Only**, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer. The forecasts should be in an annualized format for the two years succeeding the Application year.
- C-6 **Exhibit C-6 “Credit Rating,”** provide a statement disclosing the applicant’s credit rating as reported by two of the following organizations: Duff & Phelps, Fitch IBCA, Moody’s Investors Service, Standard & Poor’s, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or an affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant’s parent or affiliate organization that guarantees the obligations of the applicant. If an applicant or its parent does not have such a credit rating, enter “N/A” in Exhibit C-6.
- C-7 **Exhibit C-7 “Credit Report,”** provide a copy of the applicant’s credit report from Experian, Dun and Bradstreet or a similar organization. An applicant that provides an investment grade credit rating for Exhibit C-6 may enter “N/A” for Exhibit C-7.
- C-8 **Exhibit C-8 “Bankruptcy Information,”** provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.
- C-9 **Exhibit C-9 “Merger Information,”** provide a statement describing any dissolution or merger or acquisition of the applicant within the two most recent years preceding the application.
- C-10 **Exhibit C-10 “Corporate Structure,”** provide a description of the applicant’s corporate structure, not an internal organizational chart, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers in North America. If the applicant is a stand-alone entity, then no graphical depiction is required and applicant may respond by stating that they are a stand-alone entity with no affiliate or subsidiary companies.

D. TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- D-1 Exhibit D-1 "Operations" provide a written description of the operational nature of the applicant's business. Please include whether the applicant's operations include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services as well as other services used to arrange for the purchase and delivery of electricity to retail customers.
- D-2 Exhibit D-2 "Operations Expertise," given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations.
- D-3 Exhibit D-3 "Key Technical Personnel," provide the names, titles, e-mail addresses, telephone numbers, and the background of key personnel involved in the operational aspects of the applicant's business.
- D-4 Exhibit D-4 "FERC Power Marketer License Number," provide a statement disclosing the applicant's FERC Power Marketer License number. (Power Marketers only)

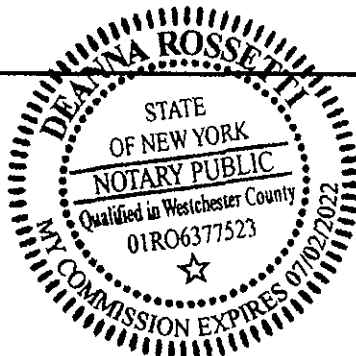

Signature of Applicant and Title

Sworn and subscribed before me this 29th day of August, 2018
Month Year


Signature of official administering oath

Deanna Rossetti, Notary public
Print Name and Title

My commission expires on 7/02/2022



AFFIDAVIT

State of _____ :

_____ ss.
(Town)

County of _____ :

_____, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the _____ (Office of Affiant) of _____ (Name of Applicant);

That he/she is authorized to and does make this affidavit for said Applicant,

1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification renewal are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in the application.
2. The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of Section 4928.06 of the Revised Code.
3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
4. The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
5. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, and its Staff on any utility matter including the investigation of any consumer complaint regarding any service offered or provided by the Applicant.
6. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
7. The Applicant herein, attests that it will fully comply with Section 4928.09 of the Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
8. The Applicant herein, attests that it will use its best efforts to verify that any entity with whom it has a contractual relationship to purchase power is in compliance with all applicable licensing requirements of the Federal Energy Regulatory Commission and the Public Utilities Commission of Ohio.
9. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, the electric distribution companies, the regional transmission entities, and other electric suppliers in the event of an emergency condition that may jeopardize the safety and reliability of the electric service in accordance with the emergency plans and other procedures as may be determined appropriate by the Commission.
10. If applicable to the service(s) the Applicant will provide, the Applicant herein, attests that it will adhere to the reliability standards of (1) the North American Electric Reliability Council (NERC), (2) the appropriate regional reliability council(s), and (3) the Public Utilities Commission of Ohio. (Only applicable if pertains to the services the Applicant is offering)

11. The Applicant herein, attests that it will inform the Commission of any material change to the information supplied in the renewal application within 30 days of such material change, including any change in contact person for regulatory purposes or contact person for Staff use in investigating customer complaints.

That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief and that he/she expects said Applicant to be able to prove the same at any hearing hereof.

[Signature]
Signature of Affiant & Title

Sworn and subscribed before me this 29th day of August, 2018
Month Year

[Signature]
Signature of official administering oath

Deanna Rossetti, Notary Public
Print Name and Title

My commission expires on 07/02/2022

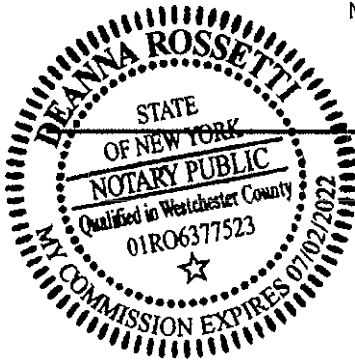


Exhibit A-10 “Principal Officers, Directors & Partners”

Energy.me Midwest LLC

Geoffrey Duda, Chief Executive Officer

555 Pleasantville Road, S109

Briarcliff Manor, NY 10510

Gduda@ageraenergy.com

(929) 222-0070

Todd Sandford, Chief Operating Officer

555 Pleasantville Road, S109

Briarcliff Manor, NY 10510

Tsandford@ageraenergy.com

(914) 205-5852

Mark Lizenbold, Chief Financial Officer

555 Pleasantville Road, S109

Briarcliff Manor, NY 10510

Mlinzenbold@ageraenergy.com

(914) 205-5831

Michael Nordlicht, General Counsel

555 Pleasantville Road, S109

Briarcliff Manor, NY 10510

Mnordlicht@ageraenergy.com

(914) 236-1406

Exhibit B-1 "Jurisdictions of Operation,"

Agera Energy LLC is licensed to provide retail electric/ gas supply in the following jurisdictions:

State	Commodity	License Numbers
California	Electric	ESP-1394
California	Gas	Approved
Connecticut	Electric	14-10-05
District of Columbia	Electric	EA-2014-25
District of Columbia	Gas	GA-2014-14
Illinois	Electric	Approved
Illinois	Gas	Approved
Maine	Electric	2014-00361
Maine	Gas	Approved
Delaware	Electric	14-0506
Maryland	Electric	IR-3417
Maryland	Gas	IR-3418
Massachusetts	Electric	CS-121
Massachusetts	Gas	GS-056
New Hampshire	Electric	DM-14-298
New Hampshire	Gas	DM 14-299
New Jersey	Electric	ESL-0194
New Jersey	Gas	GSL 0167
New York	Electric	Approved
New York	Gas	Approved
Ohio	Electric	14-881 (E)
Ohio	Gas	15-415(G)
Pennsylvania	Gas	A-2014-2445425
Pennsylvania	Electric	A-2014-2445416
Rhode Island	Gas	2379
Rhode Island	Electric	D-96-6
Texas	Electric	10230
Virginia	Electric	E-31
Virginia	Gas	G- 43
FERC	Approved	
PJM	Approved	
NYISO	Approved	
ISO-NE / NEPOOL	Approved	
MISO	Approved	
CAISO	Approved	

Exhibit B-2 “Experience & Plans”

Agera Energy LLC (“Agera”) has approximately 4 years of experience providing electricity supply to residential and commercial customers in various states including Ohio. Agera maintains several different departments that work together to facilitate Agera’s electric supply business, including but not limited to Customer Care, Billing & Invoicing, Contracts Administration, and Data Services. Agera’s Customer Care team addresses and responds to all customer inquiries and complaints.

Exhibit B-3 "Disclosure of Liabilities and Investigations"

Not Applicable.

Exhibit C-1 “Annual Reports”

Not Applicable. Company is not publicly traded.

Exhibit C-2 “SEC Filings”

Company is not required to make these filings because it is not a publicly traded company.

Exhibit C-4 “Financial Arrangements,” provide copies of the applicant's financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.). Renewal applicants can fulfill the requirements of Exhibit C-4 by providing a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements.

Enclosed is a letter from an Ohio local distribution utility (LDU) confirming that Agera Energy LLC meets the LDU's collateral requirements.



August 24, 2018

Agera Energy, LLC

***Re: Agera Energy, LLC Status with FirstEnergy Ohio Utilities (Ohio Edison Company,
The Cleveland Electric Illuminating Company, The Toledo Edison Company)***

To Whom It May Concern:

Agera Energy, LLC, a certified competitive retail electric service provider in Ohio, has satisfied and is currently in compliance with our collateral and security requirements for FE OH Utilities (Ohio Edison, Toledo Edison, and Cleveland Electric).

FirstEnergy Corp.

Justin Gawne

Name: Justin Gawne

Title: Credit Risk Analyst

Phone: 330-315-7226

Exhibit C-6 “Credit Rating”

Not Applicable.

Exhibit C-8 “Bankruptcy Information,” provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.

Not Applicable.

Exhibit C-9 “Merger Information,” provide a statement describing any dissolution or merger or acquisition of the applicant within the two most recent years preceding the application.

Not Applicable.

Exhibit C-10 “Corporate Structure,” provide a description of the applicant’s corporate structure, not an internal organizational chart, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers in North America. If the applicant is a stand-alone entity, then no graphical depiction is required and applicant may respond by stating that they are a stand-alone entity with no affiliate or subsidiary companies.

Agera Energy LLC is wholly owned by Agera Holdings LLC. Agera Energy LLC owns 100% of Energy.me Midwest LLC (a retail electric supplier operating in PJM states including Ohio) and Aequitas Energy Inc. (a retail electric supplier in the state of Connecticut).

D. TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

D-1 Exhibit D-1 “Operations” provide a written description of the operational nature of the applicant’s business. Please include whether the applicant’s operations include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services as well as other services used to arrange for the purchase and delivery of electricity to retail customers.

Agera Energy LLC (“Agera”) provides retail energy supply to residential and commercial customers in Ohio. Agera does have a supply agreement in place.

D-2 Exhibit D-2 “Operations Expertise,” given the operational nature of the applicant’s business, provide evidence of the applicant’s experience and technical expertise in performing such operations.

Agera Energy LLC has served as an electric supplier in Ohio since 2014. It has extensive experience dealing with electric commercial and residential customers in many states across the US. In the past few years, Agera has managed to increase its presence in Ohio.

D-3 Exhibit D-3 “Key Technical Personnel,” provide the names, titles, e-mail addresses, telephone numbers, and the background of key personnel involved in the operational aspects of the applicant’s business.

Key Employee Bios

Geoffrey Duda - Chief Executive Officer

Gduda@ageraenergy.com (929) 222 0070

Geoffrey currently serves as Agera’s CEO. Geoff previously worked at Liberty Energy where he served as President, Mass Markets, Commercial & Industrial since 2017. Prior to Liberty, he spent over 12 years at Direct Energy in various senior management roles including Senior Vice President and General Manager of Direct Energy Home.

Mark Lizenbold - Chief Financial Officer

Mlinzenbold@ageraenergy.com (914) 205 5831

Mark currently serves as Agera’s Chief Financial Officer. Mark has an extensive background in the retail energy industry. Mark recently spent over seven years as Vice President, Finance & Business Development at Direct Energy. He is a dedicated and seasoned executive with experience in all facets of finance, business management and organizational development. Other recent roles have been VP of Business Planning & Corporate Controller Strategic Energy. In addition to his time at Direct Energy, Mark has also served as Senior Manager for KPMG.

Todd Sanford - Chief Operating Officer

tsanford@ageraenergy.com (914) 205 5852

Resume is attached.

Thomas Frederiksen - Chief Technology Officer

Tfrederiksen@ageraenergy.com (914) 236 1424

Thomas has a combined total of over 9 years’ experience in architecting, implementing and maintaining desktop and web based applications. He has worked in the energy industry for over 5 years. He has developed and sustained the software and development of Agera’s systems.

Michael Nordlicht – General Counsel

Mnordlicht@ageraenergy.com (914) 236 1406

Resume is attached.

Paula Cronin – Customer Care Manager

Pcronin@ageraenergy.com (914) 205 5830

Paula has over 20 years of Customer Care Management experience in a variety of industries. She is experienced in customer service, training, and managing teams of employees.

Lakeisha John – Billing Manager

Ljohn@ageraenergy.com (914) 205 5919

Lakeisha has over 7 years of experience in billing systems and processes. She currently manages Agera’s billing team and oversees billing and invoicing operations.

Luke Illiano - Contract Administration and Data Services Manager

Lilliano@ageraenergy.com (914) 205 5835

Luke has years of experience in contract administration and data services. Luke is experienced in overseeing Agera’s contract administration process and managing a team of employees.

TODD SANDFORD, MBA

C-LEVEL EXECUTIVE | SVP / VP | RECOGNIZED CONSULTANT

2516 Heartwood Dr. | Pittsburgh, PA 15241
412.235.8707 | todd.sandford@hotmail.com

ENGAGING LEADERSHIP | COMMERCIAL ACUMEN | PROFIT GROWTH

Renowned as a resilient, inspiring thought leader with strong commercial and operational acumen at the executive level. Cultivates talented and diverse teams, building trust and leveraging innate skill set to drive progress. Executes dynamic leadership and growth strategies across all levels of business. Quantifiable achievements across vast functional experience, always delivering beyond stakeholder expectations. Notable career highlights include:

- Doubled profitability in less than 3 years.
- Drove 80% improvement in sold margin over 24-month period.
- Led sign to close period for \$1B complex acquisition.
- Launched new Energy Services business in North America.
- Key player in the acquisition and integration of 12 companies.

PROVEN AREAS OF EXPERTISE

Executive Vision & Direction
Problem Solving / Decision Making
Strategic Planning
P&L / Profit Growth

Business / Financial Acumen
Global Leadership & Team Building
Sales & Business Development
Growth Management

Team Motivation / Development
Large-Scale Change Management
Operational Restructuring
Continuous Improvement Practices

PROFESSIONAL EXPERIENCE

CENTRICA – Global Locations | 2003 – 2017

A \$27.1B GBP British multinational energy and services company, specializing in the supply of electricity and natural gas to businesses and consumers in the United Kingdom, Ireland, and North America.

SVP OF NORTH AMERICA DISTRIBUTED ENERGY AND POWER | 2016 – 2017

Led development and execution of comprehensive North American Energy Services strategy covering market size, rate of adoption by technology, relative economics across value chains, participation strategy for Centrica and supporting 5-year business and financial plans.

Led 125 FTEs | Revenue Growth | Recruitment | Innovation

- Surpassed aggressive financial plans in years 1 & 2.
- Led intense recruitment efforts, hiring over 75 professionals to propel business.
- Doubled demand response business profitability – expanding portfolio and cultivating underlying systems/controls.
- Assimilated Combined Heat and Power (CHP) and standby generator business into Energy Services portfolio.
- Launched new propositions, bundling discrete capabilities into broader solutions.

VP OF ENERGY SOLUTIONS & CUSTOMER OPERATIONS | 2014 – 2016

Key decision maker in the acquisition of Hess Energy Marketing for \$1.025B. Tapped to fulfill 3 separate and challenging roles immediately following deal announcement: Integration lead for deal sign-to-close period, Customer Operations lead for combined business, and Energy Solutions new growth role.

\$10B Revenue | Led 175 FTEs | B2B | \$1B Acquisition

- Led dedicated transition team, negotiated complex Transitional Services Agreement, delivered Day 1 business continuity covering all aspects of daily operation and closed deal on aggressive timetable.
- Led customer operations for \$10B revenue B2B energy supply business – delivered strong employees engagement results post-acquisition change and developed roadmap for consolidated billing systems and operations.
- Established detailed operational metrics and notably improved billing accuracy and Days Sales Outstanding (DSO).
- Recognized market need around energy insights, completed a market landscape of potential partners/acquisition targets, identified/closed/integrated Israeli based technology company.
- Executed a tax equity fund and strategic marketing partnership with leading B2B solar player.

VP OF SMALL BUSINESS | 2011 – 2014

Fostered high-level team development while leading marketing, sales, and operations functions for energy supply offerings to over 300k small businesses. Strategically planned and launched innovative offers in commoditized marketplace.

Led 50 FTEs | Increased Profit \$35M | Sales, Marketing, & Operational Functions

- Doubled operating profit to \$70M in less than 3 years.
- Boosted sold margin 50% while optimizing Cost to Acquire (CTA).
- Increased bottom-line performance and reduced churn through new retention model.
- Deployed new pricing strategies maximizing value from various customer segments.

VP OF COMMERCIAL & INDUSTRIAL SALES | 2008 – 2011

Propelled commercial and industrial energy supply sales in the UK for British Gas Business, delivering a step change in both results and employee engagement.

Led 100 FTEs | \$120M in Annualized Sold Margin | Sales Strategy Implementation

- Led 80% improvement in annualized, net margin sold over a two-year period.
- Transformed compensation structure to amplify sales performance and generate company value.
- Designed margin guidelines by deal size and sector – employing full transparency to push teams.
- Revamped entire sales organization and supporting processes.

HEAD OF FINANCE | 2005 – 2008

Key CEO support during development of B2B energy supply business, controlling finance function which encompassed accounting, financial planning and analysis, and decision support. Delivered YOY business operating cost reductions.

Supported \$300M Acquisition | Financial Forecasting | Account Consolidation

- Finance lead for \$300M synergistic acquisition where significant value was derived from “reverse integration” into acquired company.
- Conceptualized and implemented robust planning process to improve accuracy of financial forecasting and therefore decision making.
- Merged financial accounts from 3 regional businesses.

DIRECTOR OF OPERATIONS | 2003 – 2005

Delivered internal/external services and IS support for retail operation supporting 450k customers across multiple states. Owned cost and quality of billing, call center, collections, and transaction management.

50% Cost Savings | Financial Performance | Operations Management

- 20% improvement in Accounts Receivable through overhauled collections policy.
- Reduced call center spend 50% while enhancing customer experience via strategic negotiations with vendors.
- Enhanced billing exception rate 50%.

EARLY CAREER EXPERIENCE

DIRECTOR OF NEW BUSINESS DEVELOPMENT | The NewPower Company

MANAGER | Arthur Andersen Business Consulting

SENIOR CONSULTANT | Stone & Webster Management Consultants

MARKETING ENGINEER | Public Services Electric and Gas Company

EDUCATION

MASTER OF BUSINESS ADMINISTRATION – FINANCE | Graduate School of Management – Rutgers University | 1997

BACHELOR OF SCIENCE – CIVIL ENGINEERING | Lehigh University | 1992

MICHAEL NORDLICHT
541 39 STREET #3
UNION CITY, NJ 07087
516-754-5999
MICHAEL.NORDLICHT@GMAIL.COM

EDUCATION

GEORGETOWN UNIVERSITY LAW CENTER/ WASHINGTON, DC

- JD October 2012
- Vice President, Jewish Law Students Association
- Community Justice Project

YESHIVA UNIVERSITY/ NEW YORK, NY

- B.A: Economics/ Minor: Business (GPA: 3.6)
- Honors: Dean's List, 2006-2008

EXPERIENCE

PLATINUM PARTNERS

NEW YORK, NY

ANALYST

NOVEMBER 2013 – JUNE 2014

Performed due diligence on companies receiving funding. Analyzed and valued public and private companies. Managed groups of attorneys and directors as company prepared to go public. Negotiated terms of senior secured lending strategies.

MARYLAND ATTORNEY GENERAL

PIKESVILLE, MD

ASSOCIATE ATTORNEY

MARCH 2013 – NOVEMBER 13

Assigned to the Department of Public Safety and Correctional Services. Evaluated and responded to challenges of the MD Sex Offender Registry. Helped prepare memoranda responding to appeals of decisions of the inmate grievance office. Assisted in tort claims brought against the State. Participated in correction officer bill of rights proceedings and training.

MARYLAND PUBLIC DEFENDER

BALTIMORE, MD

LAW CLERK

SUMMER 2011, SUMMER 2012-JANUARY 2013

Assigned to two attorneys in the felony trial division. Conducted interviews with clients, drafted subpoenas and motions and attended court hearings. Prepared legal memoranda for trial, assisted with case preparation and compiled trial notebook.

DC PUBLIC DEFENDER SERVICE

WASHINGTON, DC

LAW CLERK

JANUARY 2012-APRIL 2012

Assisted attorney in trial division representing clients in front of the US Parole Commission who were contesting the revocation of their release. Wrote legal memoranda, interviewed clients, assisted in preparing for hearings, and attended revocation hearings.

COMMUNITY JUSTICE PROJECT

WASHINGTON, DC

MEMBER

AUGUST-DECEMBER 2011

As a member of the community justice project clinic, twice represented individuals in the appeal of the denial of their unemployment benefits in an administrative hearing. Compiled a policy and advocacy paper analyzing access to the DC Court of Appeals for individuals appealing decisions of the Office of Administrative Hearings.

FIRST STAR

WASHINGTON, DC

LEGISLATIVE INTERN

NOVEMBER 2010-MAY 2011

Reviewed and tracked pending legislation relating to child neglect and abuse issues. Helped organize a congressional press briefing with the Children's Advocacy Institute on foster children and the use of their benefits. Advocated for the creation of a national institute to study the effect of abuse and neglect.

Proficient in Microsoft Office, Westlaw, ProLaw, CJIS, SPSS Statistical Software.

D-4 Exhibit D-4 “FERC Power Marketer License Number,” provide a statement disclosing the applicant’s FERC Power Marketer License number. (Power Marketers only).

FERC licensing approved under Docket ER14-2472-000