



DIS Case Number: 20-0536-EL-AGG

## Section A: Application Information

### A-1. Provider type:

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

### A-2. Applicant's legal name and contact information.

**Legal Name:** Budderfly, Inc                      **Country:** United States  
**Phone:** 2035389069    **Extension (if applicable):**    **Street:** 2 Trap Falls Road Suite 310  
**Website (if any):** www.budderfly.com    **City:** Shelton                      **Province/State:** CT  
**Postal Code:** 06484

### A-3. Names and contact information under which the applicant will do business in Ohio

Provide the names and contact information the business entity will use for business in Ohio. This does not have to be an Ohio address and may be the same contact information given in A-2.

Name	Type	Address	Active?	Proof
Budderfly, Inc.	Official Name	2 Trap Falls Road, Suite 310 Shelton, CT 06484	Yes	File

### A-4. Names under which the applicant does business in North America

Provide all business names the applicant uses in North America, including the names provided in A-2 and A-3.

Name	Type	Address	Active?	Proof
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### A-5. Contact person for regulatory matters



Briana Ashiotes  
2 trap falls road  
shelton, CT 06480  
US  
briana.ashiotes@budderfly.com

**A-6. Contact person for PUCO Staff use in investigating consumer complaints**

Kyle Bernier  
2 Trap Falls Road Suite 310  
Shelton, CT 06484  
US  
kyle.bernier@budderfly.com  
2035389069

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

<b>Phone:</b> 855-299-1334	<b>Extension (if applicable):</b>	<b>Country:</b> United States
<b>Fax:</b>	<b>Extension (if applicable):</b>	<b>Street:</b> 2 Trap Falls Road, Suite 310
<b>Email:</b> customercare@budderfly.com		<b>City:</b> Shelton
		<b>Province/State:</b> CT
		<b>Postal Code:</b> 06484

**A-8. Applicant's federal employer identification number**

82-2765116

**A-9. Applicant's form of ownership**

**Form of ownership:** Corporation

**A-10. Identify current or proposed service areas**

Identify each service area in which the applicant is currently providing service or intends to provide service and identify each customer class that the applicant is currently serving or intends to serve.

**Service area selection**

Duke Energy Ohio  
FirstEnergy - Cleveland Electric Illuminating



FirstEnergy - Ohio Edison  
FirstEnergy - Toledo Edison  
AES Ohio  
American Electric Power (AEP)

#### **Class of customer selection**

Commercial  
Mercantile

#### **A-11. Start date**

Indicate the approximate start date the applicant began/will begin offering services: 04-22-2020

#### **A-12. Principal officers, directors, and partners**

Please provide all contacts that should be listed as an officer, director or partner.

Name	Email	Title	Address
Tom Flynn	tom.flynn@budderfly.com	CAO and General Counsel	2 Trap Falls Road Suite 310 Shelton, CT 06484 US
Peter Dacey	peter.dacey@budderfly.com	Chief Financial Officer	2 TRAP FALLS RD STE 310 SHELTON, CT 06484 US
Al Subbloie	al.subbloie@budderfly.com	President & CEO	2 Trap Falls Road, Suite 310 Shelton, CT 06484 US

#### **A-13. Company history**

Budderfly, Inc. (herein referred to as Budderfly or Applicant) conducts business across the U.S. as a provider of Energy-Efficiency-as-a-Service (EEaaS) utilizing its patented processes for energy management. Applicant has and will provide energy management services to commercial customers (not residential customers) and has developed an Energy Management Outsourcing model which includes deploying energy efficiency equipment, upgrades and technology, a proprietary energy management hardware and software system along with providing billing and other managed services to manage energy usage and reduce energy expense. All energy efficiency measures are installed and operated behind the customer's utility meter.

**A-14. Secretary of State**

Secretary of State Link: <https://businesssearch.ohiosos.gov?=businessDetails/4439260>

**Section B: Applicant Managerial Capability and Experience****B-1. Jurisdiction of operations**

List all jurisdictions in which the applicant or any affiliated interest of the applicant is certified, licensed, registered or otherwise authorized to provide retail natural gas service or retail/wholesale electric service as of the date of filing the application..

File Attached

**B-2. Experience and plans**

Describe the applicant's experience in providing the service(s) for which it is applying (e.g., number and type of customers served, utility service areas, amount of load, etc.). Include the 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 Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

Application Experience and Plan Description: Applicant's aggregation activities are incidental to Applicant's core business of installing energy efficiency capital upgrades in customer facilities, then monitoring electricity usage and generally managing customers' energy needs. Applicant does not market itself to customers as an aggregator, broker or supplier of electricity, but rather markets its energy management and efficiency services as a provider of Energy-efficiency-as-a-service (EEaaS). Applicant provides its energy management and efficiency services to commercial customers in 50 states across the U.S. and more than 400 utility service areas. Budderfly's aggregation services are an additional value to the customer, helping to maximize the customer's energy savings through Budderfly's suite of EEaaS offerings, and Budderfly provides its aggregation services where regulations and market conditions permit. As part of its Energy Management Outsource services, Applicant takes over its customers' respective utility accounts, pursuant to an Energy Management Outsourcing Agreement whereby the customer agrees to transfer or assign the utility services and billing to Applicant. In most cases, this results in termination of the Customer's current electric service account (with its utility and any competitive electric supplier if applicable), coinciding with opening a new account (with the utility and said supplier) under Budderfly, Inc.'s name. As such, Applicant becomes the customer of record with the utility and supplier such that it receives the utility and supplier bill on behalf of the customer, is the party legally responsible to make payment to the

utility and supplier and in fact pays the utility and supplier. Applicant separately invoices its customers on a calendar month basis under contract terms that economically result in Applicant and its customer splitting the savings that result from the energy efficiency and management services implemented by Applicant.

Budderfly sells and markets its energy efficiency services to corporate and commercial enterprises only, and as a package of energy efficiency and energy management services. Applicant does not market itself as an aggregator, broker or supplier of electricity. Applicant currently employs an internal team of direct enterprise sales representatives to sell its energy efficiency as a service solution nationally, and will also rely on partnership channels for its corporate and commercial sales. Applicant's partners to date and its expected partners include vendors selling LED lights and other energy-efficiency solutions, real estate management companies and others who are in a natural position to refer to Applicant corporate and commercial customers who have facilities in need of energy efficiency upgrades. Applicant employs an internal customer service team to respond to customer inquiries and complaints in accordance with Commission rules who can be reached by phone at 855-299-1334 or email at [customercare@budderfly.com](mailto:customercare@budderfly.com).

### **B-3. Disclosure of liabilities and investigations**

For the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant, describe all existing, pending or past rulings, judgments, findings, contingent liabilities, revocation of authority, regulatory investigations, judicial actions, or other formal or informal notices of violations, or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction..

Liability and Investigations Disclosures: None.

### **B-4. Disclosure of consumer protection violations**

Has the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years?

**No**

### **B-5. Disclosure of certification, denial, curtailment, suspension or revocation**

Has the applicant, affiliate, or a predecessor of the applicant had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, revoked, or cancelled or been terminated or suspended from any of Ohio's Natural Gas or Electric Utility's Choice programs within the past two years?

**No**

#### **B-6. Environmental disclosures**

Provide a detailed description of how the applicant intends to determine its generation resource mix and environmental characteristics, including air emissions and radioactive waste. Include the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. See 4901:1-21-09 of the Ohio Administrative Code for additional details of this requirement.

**PJM disclosure option chosen**

### **Section C: Applicant Financial Capability and Experience**

#### **C-1. Financial reporting**

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or upload the form. If the applicant does not have a Form 10-K, submit the parent company's Form 10-K. If neither the applicant nor its parent is required to file Form 10-K, state that the applicant is not required to make such filings with the SEC and provide an explanation as to why it is not required.

Does not apply

#### **C-2. Financial statements**

Provide copies of the applicant's two most recent years of audited financial statements, including a 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, provide 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 bank account numbers redacted**.

If the applicant is unable to meet the requirement for two years of financial statements, the Staff reviewer may request additional financial information.

Preferred to file this information confidentially

### **C-3. Forecasted financial statements**

Provide two years of forecasted income statements **based solely on the applicant's anticipated business activities in the state of Ohio**.

Include the following information with the forecast: a list of assumptions used to generate the forecast; a statement indicating that the forecast is based solely on Ohio business activities only; and the name, address, email address, and telephone number of the preparer of the forecast.

The forecast may be in one of two acceptable formats: 1) an annual format that includes the current year and the two years succeeding the current year; or 2) a monthly format showing 24 consecutive months following the month of filing this application broken down into two 12-month periods with totals for revenues, expenses, and projected net incomes for both periods. Please show revenues, expenses, and net income (revenues minus total expenses) that is expected to be earned and incurred in **business activities only in the state of Ohio** for those periods.

If the applicant is filing for both an electric certificate and a natural gas certificate, please provide a separate and distinct forecast for revenues and expenses representing Ohio electric business activities in the application for the electric certificate and another forecast representing Ohio natural gas business activities in the application for the natural gas certificate.

Preferred to file confidentially

### **C-4. Credit rating**

Provide a credit opinion disclosing the applicant's credit rating as reported by at least one of the following ratings agencies: Moody's Investors Service, Standard & Poor's Financial Services, Fitch Ratings or the National Association of Insurance Commissioners. If the applicant does not have its own credit ratings, substitute the credit ratings of a parent or an affiliate organization and submit 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 'Not Rated'.

This does not apply

#### **C-5. Credit report**

Provide a copy of the applicant's credit report from Experian, Equifax, TransUnion, Dun and Bradstreet or a similar credit reporting organization. If the applicant is a newly formed entity with no credit report, then provide a personal credit report for the principal owner of the entity seeking certification. At a minimum, the credit report must show summary information and an overall credit score. **Bank/credit account numbers and highly sensitive identification information must be redacted.** If the applicant provides an acceptable credit rating(s) in response to C-4, then the applicant may select 'This does not apply' and provide a response in the box below stating that a credit rating(s) was provided in response to C-4.

Preferred to file this information confidentially

#### **C-6. Bankruptcy information**

Within the previous 24 months, have any of the following filed for reorganization, protection from creditors or any other form of bankruptcy?

- Applicant
- Parent company of the applicant
- Affiliate company that guarantees the financial obligations of the applicant
- Any owner or officer of the applicant

No

#### **C-7. Merger information**

Is the applicant currently involved in any dissolution, merger or acquisition activity, or otherwise participated in such activities within the previous 24 months?

No

#### **C-8. Corporate structure**



Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organizational chart. The graphical depiction should include all parent holding companies, subsidiaries and affiliates as well as 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 the applicant may respond by stating that it is a stand-alone entity with no affiliate or subsidiary companies.

Stand-alone entity with no affiliate or subsidiary companies

## Section D: Applicant Technical Capacity

### D-1. Operations

Power brokers/aggregators: Include details of the applicant's business operations and plans for arranging and/or aggregating for the supply of electricity to retail customers.

Operations Description: For eligible customer accounts, Applicant may from time-to-time enter into agreements with competitive suppliers of electricity to supply electricity to customer meters, to achieve rate reductions for customers. This is typically done in the name of Budderfly (i.e., Budderfly is the account holder of record with the local utility and third-party supplier). Applicant currently intends to aggregate eligible customer accounts to seek quotes for electric supply from a power broker, and where the quoted rates represent sufficient savings, Applicant intends to enter into supply agreements with suppliers on behalf of customers as the account holder and customer of record with both the local utility and the supplier. Applicant will not take title to the electricity under these arrangements, as Applicant will be the utility account holder only as an administrative convenience and on behalf of its customers, so that it can offer to customers calendar month

invoicing and related benefits.

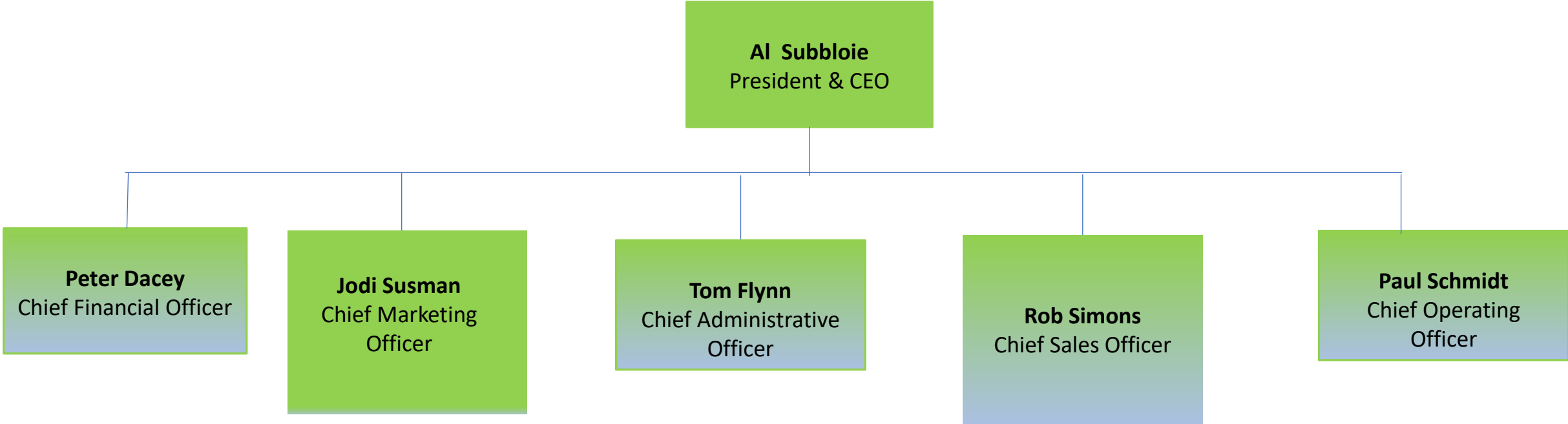
**D-2. Operations Expertise & Key Technical Personnel**

Given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations. Include the names, titles, e-mail addresses, and background of key personnel involved in the operations of the applicant's business.

File(s) attached

# Application Attachments

# Executive Team



## Contact

[www.linkedin.com/in/al-subbloie-92b5302](https://www.linkedin.com/in/al-subbloie-92b5302) (LinkedIn)

## Top Skills

Management  
Project Management  
Leadership

## Patents

System for managing equipment, services and service provider agreements

# Al Subbloie

Founder and CEO at Budderfly  
New York City Metropolitan Area

## Summary

Growth oriented Founder and CEO focused on disrupting the Energy Management space through a unique and highly compelling Energy as a Service technology solution. Experienced Board Member with a demonstrated history of working in the software and managed services industry. Skilled in Enterprise Software, Sales, Strategic Partnerships, Management, and Account Management. Passionate about creating highly successful, disruptive go to market growth models.

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## Experience

### Budderfly

8 years 2 months

#### Founder and CEO

October 2017 - Present (6 years 5 months)

Shelton, Connecticut

#### Board Member

January 2016 - October 2017 (1 year 10 months)

Shelton, Connecticut

### ZippyYum

#### Board Member

September 2016 - Present (7 years 6 months)

Orange County, California, United States

### Operative

#### Board Member

May 2007 - December 2016 (9 years 8 months)

Greater New York City Area

### Tangoe

#### CEO

October 2000 - May 2016 (15 years 8 months)

Orange, Connecticut

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## Education

Trinity College-Hartford

Bachelor's Degree, Economics · (1979 - 1982)

## Contact

(203) 903-3199 (Home)  
dacey.peter@yahoo.com

[www.linkedin.com/in/peter-j-dacey-09234a8](http://www.linkedin.com/in/peter-j-dacey-09234a8) (LinkedIn)

## Top Skills

Executive Management  
Organizational Leadership  
Raising Capital

# Peter J. Dacey

Chief Financial Officer at Budderfly  
New York City Metropolitan Area

## Summary

Innovative and results-driven senior executive focused on achieving exceptional results in highly competitive environments that demand continuous improvement. Demonstrated success serving in executive roles in private and public companies. Highly experienced in developing organizations that deliver quality products to the market. A very strong track record of raising capital through the equity markets with established contacts in the investment community. Employs team-building skills, technical expertise, P&L development, and M&A experience to grow organizations that have significantly increased enterprise value.

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## Experience

### Budderfly

Chief Financial Officer

February 2020 - Present (4 years 1 month)

### Trimino Brands

CEO

May 2013 - December 2019 (6 years 8 months)

Branford, CT

The Miami Bay Beverage Company is creating the next generation of healthy beverages. Our innovative beverages offer a functional advantage over the current competition. Our new line of beverages, the Trimino line, is now available and coming to a store near you soon.

Drink healthier. trimino. [www.DRINKtrimino.com](http://www.DRINKtrimino.com)

### 454 Life Sciences Corporation, A Roche Company

Vice President of Finance and Operations

January 2000 - May 2012 (12 years 5 months)

Founded in 2000, the company developed and commercialized novel systems for the sequencing of DNA. 454 Sequencing was the first new sequencing platform introduced since traditional Sanger sequencing was developed more

than 25 years ago. The leader in sequencing technology development was acquired by F. Hoffmann-La Roche in 2007 for \$156 million in cash. Was directly responsible for building an organization that successfully developed and commercialized innovative technologies. Led organizational development, while directly managing the Finance, Sales, Human Resource, Manufacturing, Information Technology, Service and Technical Support functions within a dynamic organization, while consistently meeting or exceeding corporate objectives. Developed the business plans and detailed forecasts that drove the successful raising of in excess of \$80M of capital through equity and strategic collaborations. This capital was sufficient to deliver products to the marketplace. Successfully negotiated critical licenses and distribution agreements to allow worldwide distribution of products exceeding \$150M in annual revenue. Executed hiring plans that grew the organization to in excess of 250 employees with diverse backgrounds and skill sets.

#### Stem Cells Inc.

CFO

1998 - 2000 (2 years)

Lincoln, RI and Sunnyvale, CA

Publicly traded on NASDAQ exchange. Leader in stem cell development technology.

#### CytoTherapeutics, Inc

CFO

1996 - 2000 (4 years)

Publicly traded on the NASDAQ exchange. Developed encapsulated delivery technology for the treatment of chronic pain in cancer patients. Large scale collaborations with Astra AB with products in clinical trials.

#### Ernst & Young

Manager

1992 - 1996 (4 years)

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## Education

University of Rhode Island - College of Business

BS, Finance and Accounting



## Contact

[www.linkedin.com/in/jodidigitalstrategy](https://www.linkedin.com/in/jodidigitalstrategy) (LinkedIn)

## Top Skills

Sustainability  
Digital Media  
Digital Strategy

## Languages

Spanish (Professional Working)

## Publications

Why Advertisers Should Demand a Better Mobile Video Streaming Experience  
Penthera Report: Latin Americans Love Streaming, But Frustration Is on the Rise

# Jodi Susman

Chief Marketing Officer at Budderfly  
New York City Metropolitan Area

## Summary

A revenue-focused CMO and global sales strategy executive.

With over 20 years of experience in marketing, I have led the charge for revenue growth, thought leadership, and market expansion at ad tech start-ups, global brands, and SaaS companies. Throughout my career, I have overseen the entire marketing funnel, from developing impactful positioning and go-to-market strategies to producing sales and product marketing materials that drive revenue and build brand equity. My passion for driving results extends beyond traditional marketing. I have successfully developed marketing strategies in diverse international markets, leveraging cultural nuances and local insights to maximize success. Additionally, I have built high-performing marketing teams from the ground up, fostering a collaborative and results-driven culture.

As the CMO at Budderfly, I am at the forefront of the cleantech revolution, driving innovation in sustainable energy efficiency solutions. Alongside our dedicated team, we assist businesses in reducing energy consumption and costs while achieving their sustainability goals. Through our innovative solutions and comprehensive energy management approach, we have a significant impact on both the bottom line and the carbon footprint.

I am driven by a commitment to delivering tangible results and helping organizations thrive in an ever-evolving marketplace.

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## Experience

Budderfly  
Chief Marketing Officer  
March 2022 - Present (2 years)  
New York City Metropolitan Area

Budderfly is disrupting the energy industry by leading the digital transformation of energy management and consumption conservation through its unique Energy Management Solution. With no cost to its customers, Budderfly implements proprietary energy intelligence software, energy efficiency solutions such as LED lights, HVAC replacements and upgrades, refrigeration controls and monitoring, options for comprehensive maintenance, and much more, that span over 20 savings categories. Budderfly Facility SmartGrid is a network of patented IoT devices that meter, control and report on all elements of energy use. Budderfly's solution optimizes energy usage at the point of consumption within each facility across the enterprise. Budderfly's ongoing services and proactive maintenance ensure that a building's energy infrastructure never becomes outdated. The result is significant, immediate, and progressive energy expense savings, upgraded facilities, and a reduced carbon footprint for its client facilities.

## Penthera

4 years 1 month

### Chief Marketing Officer

June 2019 - March 2022 (2 years 10 months)

Greater New York City Area

We are on a mission to transform the mobile video viewing experience for consumers worldwide.

Penthera is a global SaaS company that offers a suite of streaming solutions to OTT providers to improve the video experience for their users. Our technology helps eliminate last-mile streaming issues, such as buffering and low video quality, to reduce stream abandonment and churn. Backed by Liberty Global Ventures and Marc Rowan, CEO of Apollo Global Management, we are the global leader in video downloading technology. Our software is installed in millions of devices in six continents and is protected by a portfolio of U.S. patents.

Current clients include A&E, AMC, Beach Body, BritBox, Fox, Gaia, Globo, HBO Europe, Liberty Global, OSN, Paramount Plus, Red Bull, ROW8, Showtime, Starz, and more...

### SVP Marketing & Client Services

March 2018 - June 2019 (1 year 4 months)

Greater New York City Area

Fotobom Media Inc.

2 years

Strategic Advisor

March 2018 - March 2019 (1 year 1 month)

Greater New York City Area

SVP Sales & Marketing

April 2017 - February 2018 (11 months)

Greater New York City Area

Content for Messaging Platform

WME | IMG and AGT International

SVP, Marketing

April 2016 - April 2017 (1 year 1 month)

Greater New York City Area

HEED, a joint venture between WME | IMG and AGT International, is an event platform-based company that connects consumers, influencers and brands through Social IoT.

Visible Measures

3 years 11 months

SVP, Sales Strategy, Account Management & Marketing

July 2011 - May 2015 (3 years 11 months)

NY

- Executive Team Member that meets with CEO, CFO & other key executives weekly to discuss and strategize company direction and decisions at a high level. Works closely with CRO on all sales led initiatives.
- Oversees Marketing including PR, Event marketing, Product marketing & content marketing
- Develops brand positioning and messaging to brand marketers and advertising agencies
- Creates strategic packages to sell in market
- Provides insights to clients on branded video content and viewership trends
- Responsible for sales packages and customized solutions
- Provides tracking of all sales activity and pipeline to CRO to direct sales efforts and seasonality of brands planning and spending
- Manages team of Account Managers which are made up of analysts, media strategists and client service specialists to bring innovative solutions that build client relationships and grow revenue.

VP, Sales Strategy, Account Management & Marketing

January 2013 - August 2014 (1 year 8 months)

Greater New York City Area

- Manage a team of 15 people comprised of sales strategists, marketing professionals, product,event and content marketers.
- Responsible for driving sales strategy across the company through innovative solutions and product mixes that meet the demands of clients
- Create stories and work with team to produce the following sales and marketing materials to drive revenue and awareness of VM: pitch decks, case studies, product marketing materials, event marketing materials, competitive insights. newsletters,speaking engagements, webinar content
- Liaise between product and sales to provide ongoing feedback from the field
- Work collaboratively with Prod/Eng, Ad Ops, Client Services, Analytics & Biz Dev to drive business goals.

### VP, Campaign Strategy

July 2011 - January 2013 (1 year 7 months)

Greater New York City Area

- Lead team of 13 people ( all former agency folks) in creation of all sales materials for first time meetings, pitch materials, case studies, RFP/proposal development, competitive, key category insights on brand, analysis of campaign data, development of webinar content, Marketing presentations, etc.
- Create innovative solutions for sales to go to market by analyzing key viewing trends and understanding social video behaviors to maximize revenue
- Partner with 3rd party solutions to drive incremental revenue and increase average deal size for overall package and positioning to clients
- Assist in client development and strategic solutions across sales for Media Agencies and Development of positioning, story and insights to Brand Marketers, creative agencies and key stakeholders
- focus on pipeline of activity and revenue generating ideas
- As a result of teams efforts, increased closing rate significantly across RFP volume

### Media Contacts ( Havas Worldwide)

VP, Account Director

September 2005 - July 2011 (5 years 11 months)

Managed Global Clients Digital Media Strategy, Oversaw Planning & Buying for clients, provided analysis and reporting across integrated media campaigns.( Key clients: Hershey's, Boehringer Engelheim, Claritin, Reckitt Benckiser, ExxonMobil, NYSE Euronext etc.)

- Expertise in Buying/Online Video and developing digital strategies for global clients

#### Accomplishments:

- Vonage--First direct response campaign of its kind 100% online. Managed \$200MM annual media budget
- Reckitt Benckiser --shifted \$20MM across entire portfolio of brands to OLV as a result of our local test results and GRP model
- ExxonMobil--developed integrated content marketing strategy to shift brand perception using new innovative formats and video
- NYSE Euronext- created new unit to drive massive awareness and increased brand lift
- Managed planning/buying team of 8+ across digital, mobile, search and analytics
- Developed winning new business pitch for global client.

#### ad pepper media

##### Business Development Manager

September 2004 - September 2006 (2 years 1 month)

- First US employee hired to build our network of US publishers.
- Responsible for development of strategy and execution of Publisher relationships/network/contract negotiation, etc.

#### Market Resource Partners

##### Director

2003 - 2004 (1 year)

Philadelphia, PA

- Executed marketing campaigns for software and technology service firms and Fortune 500 companies.
- Managed a sales force and Account Mgmt team including training on technology services and products.
- Helped to develop fee structure and pricing.

#### Ciao

##### International Sales Manager

2000 - 2002 (2 years)

- Designed strategy and deal structure for a market research product for the largest European consumer portal representing 50% of total revenues.

#### Food.com

##### Regional Sales

1997 - 1999 (2 years)

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## Education

University of Pittsburgh

BA, Psychology

## Contact

[www.linkedin.com/in/thomas-flynn-5816611](https://www.linkedin.com/in/thomas-flynn-5816611) (LinkedIn)  
[www.budderfly.com](https://www.budderfly.com) (Company)

## Top Skills

Equities  
Emerging Markets  
Finance

# Thomas Flynn

Chief Administrative Officer & General Counsel at Budderfly  
Shelton, Connecticut, United States

## Summary

Pragmatic, business-minded Executive and General Counsel with prior law firm partner experience, who serves as a trusted advisor and collaborative team member and who contributes to business execution and success. Recognized for disciplined and practical approach to the legal and administrative functions, pursued with personal character and integrity, consistently resulting in expanding leadership and operational roles. Proven track record for successful leadership and building loyal and effective teams in public, private and private equity environments.

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## Experience

### Budderfly

Chief Administrative Officer & General Counsel

January 2019 - Present (5 years 2 months)

Shelton, Connecticut

As Chief Administrative Officer and General Counsel, Tom serves as a member of the company's executive team with responsibility for corporate strategy, the company's deal desk, legal, compliance, human resources and related functions. With 30 years of high growth, business-minded legal experience in companies as both law firm partner and legal counsel, Tom has the drive and experience to get things done right and scale with the business.

### Tangoe

7 years 1 month

Chief of Operations

February 2018 - June 2018 (5 months)

Connecticut

As Chief of Operations, Tom was responsible for all aspects of the Global Operations organization, which included global service delivery, managed pay, implementation and on-boarding, customer help desk, and consulting services. As Chief of Operations, Tom drove a bottoms-up review of the

Operations group, developed a comprehensive plan for the transformation of that organization and began implementing that plan.

### Chief Administrative Officer, General Counsel & Secretary

June 2011 - February 2018 (6 years 9 months)

Orange, CT

As General Counsel and Corporate Secretary, then later Chief Administrative Officer of Tangoe, Inc. (NASDAQ: TNGO), Tom was a member of Tangoe's senior leadership team, reported to its CEO and was a trusted advisor and partner to its CEO, CFO and other senior leaders. Tom oversaw the company's legal, human resources, IT, facilities, and managed payments functions. Tom's experience while General Counsel and CAO at Tangoe included:

- Senior executive responsible for global legal, HR, IT, facilities and managed payments
- IPO and follow-on offering
- U.S., Canadian, U.K. and German acquisitions
- Stock plan administration and oversight
- Support Board of Directors and Committees, and general responsibility for corporate governance
- Compensation, proxy and annual meeting matters, including investor relations
- Share repurchase program
- Exchange Act, Section 16 and other SEC-related reporting
- Develop, implement and administer insider trading, whistleblower, ethics and anti-corruption programs
- Support data privacy and information governance/security efforts
- Develop and implement customer contracting process
- Support international expansion, with operations and employees in a dozen new countries
- Create and administer subsidiaries in nine countries
- Litigation management
- Patent prosecution, strategy and enforcement
- Trademark strategy, prosecution and policing

### Shipman & Goodwin LLP

Partner

September 1989 - June 2011 (21 years 10 months)

Tom spent over 20 years with Shipman & Goodwin, and served on the firm's management committee and as chair of its business group. He practiced in the



areas of corporate and commercial law, mergers and acquisitions, securities and private equity. He served as general outside counsel to emerging growth, closely held and middle market companies, as well as venture funds and equity investors of all kinds. Given his broad range of experience, he acted as a trusted advisor to clients, often becoming an integral part of the client's senior team.

His representation of emerging growth and middle market companies included general corporate matters, mergers and acquisitions, equity finance, product development and product commercialization (including distributor and agency agreements, supply agreements, OEM agreements and general product purchase and sale transactions), both as to domestic and international matters.

Tom's private equity and finance practice included the regular representation of venture capital, strategic, mezzanine and angel investors in a variety of debt and equity investments and fund formation and administration matters.

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## Education

The University of Connecticut School of Law  
JD · (1986 - 1989)

The University of Connecticut  
B.A., Political Science & Spanish · (1982 - 1986)

## Contact

[www.linkedin.com/in/robert-simons-875253](https://www.linkedin.com/in/robert-simons-875253) (LinkedIn)  
[www.brixnet.com](https://www.brixnet.com) (Company)  
[www.testyourvoip.com](https://www.testyourvoip.com) (Other)

## Top Skills

Solution Selling  
Sales  
Wireless

# Robert Simons

Chief Sales Officer at Budderfly  
Sudbury, Massachusetts, United States

## Summary

Senior Sales Executive leveraging 25+ years' achievement in progressively responsible sales and operational leadership roles to deliver bottom-line improvements in start-up and high-growth businesses and growth-oriented corporate divisions. Technically adept leader with domain expertise spanning mobile field services, customer care & billing, content management and network service assurance. Analytic thinker and gifted communicator skilled at working with both internal and external stakeholders to achieve strategic goals. Proven team leader with a demonstrated track record of success capturing market share, increasing profitability and driving year-over-year revenue growth.

### Specialties:

- + SAAS / Cloud Services
- + Comprehensive Solutions Selling
- + Channel Management and Business Development
- + Creating win-win value propositions, product positioning
- + Building highly motivated teams to achieve objectives
- + Negotiations
- + Strategic Planning
- + Merger and Acquisition
- + Forecasting and pipeline management
- + Application Specialties: MWFM/FSM, Billing, Customer Care, Service Assurance, content mgmt.

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## Experience

Budderfly  
Chief Sales Officer  
March 2022 - Present (2 years)  
Shelton, Connecticut, United States

Budderfly is a revolutionary energy management solution that transforms your business facilities for maximum energy efficiency

## Dispatch

### Vice President of Sales

July 2018 - March 2022 (3 years 9 months)

Boston, MA

Dispatch is the operating system that empowers modern service experiences for the world's largest service brands. Our platform connects the enterprise, service provider, and customer together to create a world-class service experience that surpasses the rising expectations of the modern-day market.

## Oracle | TOA Technologies

5 years

### Area VP, Oracle Field Service Cloud

November 2013 - July 2018 (4 years 9 months)

Burlington, MA

Responsible for managing a Oracle's field service sales team covering Enterprise, mid-Market and SMB market segments across the US and Canada.

Oracle Field Service Cloud (OFSC), formerly TOA Technologies, is the leading provider of mobile workforce management software (#Field Service Management). OFSC/TOA is proven at scale to be the most flexible and efficient FSM platform in the industry and drives significant return on investment for it's customers.

### Vice President of North American Enterprise Sales

August 2013 - November 2014 (1 year 4 months)

Greater Boston Area

Responsible for managing TOA's Enterprise sales team across North America.

TOA Technologies, is the leading provider of mobile workforce management software (#Field Service Management).

## EXFO Service Assurance (formerly Brix Networks)

### VP/Director Sales, Americas

December 2005 - April 2013 (7 years 5 months)

Boston, MA

Responsible for driving sales in the Americas through a team of highly motivated sales representatives and partners. We sell carrier grade service

assurance solutions that ensure high quality voice, video and data services over mobile, IP and Ethernet networks.

We define success when our customers see value in the form of reduced Operating Expense, reduced MTTR and improved customer satisfaction/QOE. My goal is to solve problems with technology solutions.

ExtendMedia Inc.  
SVP Sales, Worldwide  
2004 - 2005 (1 year)

Worldwide management of sales and business development for OpenCase, a content management solution.

ADC  
VP Sales and Marketing  
1999 - 2004 (5 years)  
Burlington, MA

Led a team of senior sales reps in the development of a new product line in the IT Utility space. Our goal was to sell to and through large system integrators such as EDS, IBM and Fujitsu. Also sold large Billing solutions to tier 1 / tier 2 telecommunications providers.

Led a marketing initiative to re-position the Saville Billing product (CBP) to a next generation, highly flexible billing and customer care solution called Singl.eView. This rebranding exercise resulted in record sales and is still in use today.

Saville Systems (acquired by ADC '99)  
Director Strategic Accounts & Sales Engineering  
1996 - 1999 (3 years)

Established a team focused on managing strategic accounts, ensure long term support and expanded revenue streams.

Built a team of technical application consultants who directed pre-sales support including RFP/RFIs, demonstrations and Proof of concepts.

EDS  
SE Manager, Business Development  
1985 - 1996 (11 years)

Led worldwide business development initiatives to win large systems integration business.

Managed teams of engineers in large systems integration project and was a senior design engineer for telecommunication billing solutions.

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## Education

Wake Forest University

BS, Marketing · (1982 - 1985)

Bryn Athyn College of the New Church

· (1981 - 1982)

## Contact

pjschmidt108@gmail.com

[www.linkedin.com/in/paul-schmidt-b9475b7](https://www.linkedin.com/in/paul-schmidt-b9475b7) (LinkedIn)

[www.tangoe.com](http://www.tangoe.com) (Company)

## Top Skills

Mobile Devices

SaaS

Product Management

# Paul Schmidt

Chief Operating Officer at Budderfly  
Rocky Hill, Connecticut, United States

## Experience

Budderfly

7 years 2 months

Chief Operating Officer

December 2023 - Present (3 months)

Shelton, Connecticut, United States

Chief Solutions Officer

March 2023 - November 2023 (9 months)

Vice President Customer Management

January 2020 - February 2023 (3 years 2 months)

Shelton, Connecticut, United States

Vice President Strategy and Business Development

January 2017 - January 2020 (3 years 1 month)

Shelton, CT

TANGOE US, INC.

17 years

SVP Products

2011 - January 2017 (6 years)

SVP Marketing, Product Marketing

2007 - 2011 (4 years)

VP Product Management

2000 - 2007 (7 years)

BuyersEdge

VP Product Marketing

1998 - 2000 (2 years)

Redwood Shores, CA

IMA

13 years

VP Applied Technologies  
1993 - 1998 (5 years)

VP Professional Services  
1985 - 1993 (8 years)  
Shelton, CT

Andersen Consulting  
Senior Systems Analyst  
1982 - 1985 (3 years)

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## Education

University of Massachusetts Amherst  
· (1978 - 1982)

### **B-1 Jurisdictions of operations**

**List all jurisdictions in which the applicant or any affiliated interest of the applicant is certified, licensed, registered or otherwise authorized to provide retail natural gas service or retail/wholesale electric service as of the date of filing the application.**

Applicant conducts business across the U.S. as a provider of Energy-Efficiency-as-a-Service (EEaaS) utilizing its patented processes for energy management. Applicant does not market itself to customers as an aggregator, broker or supplier of electricity, but rather markets its energy management and efficiency services. However, in certain states, Applicant applied for a broker or aggregator license out of an abundance of caution based on a review of the state's regulations. In certain instances, based on the business model described herein, state regulators informed Applicant that it is not required to hold a broker, aggregator or supplier license in order to operate within the state. The Applicant's current licenses are listed below.

State: <u>Maryland</u>	Type of License: <u>Aggregator</u>	License No: <u>IR-4799</u>
State: <u>Virginia</u>	Type of License: <u>Aggregator</u>	License No: <u>A-97</u>
State: <u>Ohio</u>	Type of License: <u>Aggregator/Broker</u>	License No: <u>20-1470E</u>
State: <u>New Jersey</u>	Type of License: <u>Private Aggregator</u>	License No: <u>PA-0263</u>
State: <u>New Hampshire</u>	Type of License: <u>Buyer's Aggregator</u>	License No: <u>N/A Docket No. 20-075</u>
State: <u>Texas</u>	Type of License: <u>Aggregator</u>	License No: <u>80487</u>
State: <u>Illinois</u>	Type of License: <u>Aggregator, Broker, Consultant (ABC)</u>	License No: <u>21-0316</u>



# Competitive Retail Electric Service Affidavit

County of Fairfield :

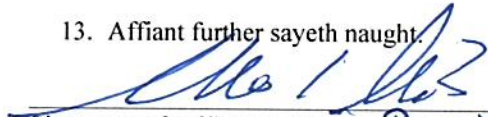
State of Connecticut :

Al Subbloie, Affiant, being duly sworn/affirmed, hereby states that:

1. The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant, and that it will amend its application while it is pending if any substantial changes occur regarding the information provided.
2. The applicant will timely file an annual report of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Sections 4905.10(A), 4911.18(A), and 4928.06(F), Ohio Revised Code.
3. The applicant will timely pay any assessment made pursuant to Sections 4905.10, 4911.18, and 4928.06(F), Ohio Revised Code.
4. The applicant will comply with all applicable rules and orders adopted by the Public Utilities Commission of Ohio pursuant to Title 49, Ohio Revised Code.
5. The applicant 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 will fully comply with Section 4928.09, Ohio Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The applicant will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The applicant 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 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, 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.
11. The Applicant will inform the Public Utilities Commission of Ohio of any material change to the information supplied in the 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 consumer complaints.

12. The facts set forth above are true and accurate 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.

13. Affiant further sayeth naught.

  
Signature of Affiant & Title President+CEO

Sworn and subscribed before me this 18<sup>th</sup> day of March, 2024  
Month Year

  
Signature of official administering oath

Kirsten Walsh, Executive Assistant+Notary  
Print Name and Title



My commission expires on 10/31/2024

**This foregoing document was electronically filed with the Public Utilities  
Commission of Ohio Docketing Information System on**

**3/18/2024 3:30:44 PM**

**in**

**Case No(s). 20-0536-EL-AGG**

**Summary: In the Matter of the Application of Budderfly, Inc**