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THE FARKAS LAW GROUP LLC

November 6, 2013

Via Federal Express Courier and Facsimile (27 pages incl. cover)

Docketing Division
Public Utilities Commission of Ohio
180 East Broad Street
Columbus, Ohio 43215-3793

PUCO

RECEIVED-DOCKETING DIV
2013 NOV -7 PM 12:01

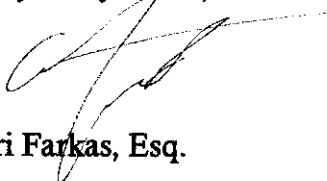
Re: Case Number 09-950-GA-AGG

To Whom It May Concern at the Docketing Division:

Please find enclosed one (1) original and three (3) copies of Reflective Energy Solutions LLC's renewal application as an electricity Power Broker under case number 09-950-GA-AGG.

Should you have any questions please do not hesitate to contact me. If there is anything further that is required please let me know and I will be happy to provide the information as soon as possible.

Very Truly Yours,



Ari Farkas, Esq.

Enclosures

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.
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PUCO USE ONLY – Version 1.07		
Date Received	Renewal Certification Number	ORIGINAL AGG Case Number
		09 - 950 - GA-AGG

RENEWAL CERTIFICATION APPLICATION COMPETITIVE RETAIL NATURAL GAS BROKERS/AGGREGATORS

Please **type or print** all required information. Identify all attachments with an exhibit label and title (*Example: Exhibit A-16 - Company History*). 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 directly input information onto the form. You may also download the form by saving it to your local disk.

SECTION A - APPLICANT INFORMATION AND SERVICES

A-1 Applicant intends to renew its certificate as: (check all that apply)

☐ Retail Natural Gas Aggregator ☒ Retail Natural Gas Broker

A-2 Applicant information:

Legal Name Reflective Energy Solutions LLC
 Address One University Plaza, Suite 407, Hackensack, NJ 07601
 Telephone No. (201)880-1997 Web site Address www.reflectivees.com
 Current PUCO Certificate No. 09-166g(2) Effective Dates 12/6/11

A-3 Applicant information under which applicant will do business in Ohio:

Name Reflective Energy Solutions LLC
 Address One University Plaza, Suite 407, Hackensack, NJ 07601
 Web site Address www.reflectivees.com Telephone No. (201) 880-1997

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

Reflective Energy Solutions LLC

A-5 Contact person for regulatory or emergency matters:

Name Eric Zimmerman Title President
 Business Address One University Plaza, Suite 407, Hackensack, NJ 07601
 Telephone No. (201) 880-1997 Fax No. (201) 540-2088 Email Address ericz@reflectivees.com

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

Name Eric Zimmerman Title President
Business address One University Plaza, Suite 407, Hackensack, NJ 07601
Telephone No. (201) 880-1997 Fax No. (201) 540-2088 Email Address ericz@reflectivees.com

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

Customer service address One University Plaza, Suite 407, Hackensack, NJ 07601
Toll-Free Telephone No. (888) 528-3695 Fax No. (201) 540-2088 Email Address ericz@reflectivees.com

A-8 Provide "Proof of an Ohio Office and Employee," in accordance with Section 4929.22 of the Ohio Revised Code, by listing name, Ohio office address, telephone number, and Web site address of the designated Ohio Employee

Name Matthew Regimbal Title Business Development Manager
Business address 219 E. Maple Street, Suite 212, North Canton, OH 44720
Telephone No. (330) 701-5954 Fax No. (201) 540-2088 Email Address matt@reflectivees.com

A-9 Applicant's federal employer identification number 27-0692602

A-10 Applicant's form of ownership: (Check one)

<input type="checkbox"/> Sole Proprietorship	<input type="checkbox"/> Partnership
<input type="checkbox"/> Limited Liability Partnership (LLP)	<input checked="" type="checkbox"/> Limited Liability Company (LLC)
<input type="checkbox"/> Corporation	<input type="checkbox"/> Other

A-11 (Check all that apply) Identify each natural gas company service area in which the applicant is currently providing service or intends to provide service, including identification of each customer class that the applicant is currently serving or intends to serve, for example: *residential, small commercial, and/or large commercial/industrial (mercantile) customers*. (A mercantile customer, as defined in Section 4929.01(L)(1) of the Ohio Revised Code, means a customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within the state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside of this state. In accordance with Section 4929.01(L)(2) of the Ohio Revised Code, "Mercantile customer" excludes a not-for-profit customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within this state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside this state that has filed the necessary declaration with the Public Utilities Commission.)

<input checked="" type="checkbox"/> Columbia Gas of Ohio	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Dominion East Ohio	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Duke Energy Ohio	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Vectren Energy Delivery of Ohio	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial

A-12 If applicant or an affiliated interest previously participated in any of Ohio's Natural Gas Choice Programs, for each service area and customer class, provide approximate start date(s) and/or end date(s) that the applicant began delivering and/or ended services.

☐ Columbia Gas of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Dominion East Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Duke Energy Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Vectren Energy Delivery of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

A-13 If not currently participating in any of Ohio's four Natural Gas Choice Programs, provide the approximate start date that the applicant proposes to begin delivering services:

<input type="checkbox"/>	Columbia Gas of Ohio	Intended Start Date
<input type="checkbox"/>	Dominion East Ohio	Intended Start Date
<input type="checkbox"/>	Duke Energy Ohio	Intended Start Date
<input type="checkbox"/>	Vectren Energy Delivery of Ohio	Intended Start Date

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- A-14 **Exhibit A-14 "Principal Officers, Directors & Partners,"** provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.
- A-15 **Exhibit A-15 "Corporate Structure,"** provide a description of the applicant's corporate structure, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale natural gas or electricity to customers in North America.
- A-16 **Exhibit A-16 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-17 **Exhibit A-17 "Articles of Incorporation and Bylaws,"** provide the articles of incorporation filed with the state or jurisdiction in which the applicant is incorporated and any amendments thereto, *only if the contents of the originally filed documents changed since the initial application.*
- A-18 **Exhibit A-18 "Secretary of State,"** provide evidence that the applicant is still currently registered with the Ohio Secretary of the State.

SECTION B - APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED

- B-1 **Exhibit B-1 "Jurisdictions of Operation,"** provide a current 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 natural gas service, or retail/wholesale electric services.
- B-2 **Exhibit B-2 "Experience & Plans,"** provide a current 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 4929.22 of the Revised Code and contained in Chapter 4901:1-29 of the Ohio Administrative Code.
- B-3 **Exhibit B-3 "Summary of Experience,"** provide a concise and current summary of the applicant's experience in providing the service(s) for which it is seeking renewed certification (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).
- B-4 **Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocations 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 for which it is seeking renewed certification since applicant last filed for certification.

- B-5 Exhibit B-5 "Disclosure of Consumer Protection Violations,"** disclose whether the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant has been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws since applicant last filed for certification.

☒ No ☐ Yes

If Yes, provide a separate attachment labeled as **Exhibit B-5 "Disclosure of Consumer Protection Violations,"** detailing such violation(s) and providing all relevant documents.

- B-6 Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation,"** disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, or revoked, or whether the applicant or predecessor has been terminated from any of Ohio's Natural Gas Choice programs, or been in default for failure to deliver natural gas since applicant last filed for certification.

☒ No ☐ Yes

If Yes, provide a separate attachment, labeled as **Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation,"** detailing such action(s) and providing all relevant documents.

SECTION C - APPLICANT 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, labeled as Exhibit C-1, or indicate that Exhibit C-1 is not applicable and why.
- C-2 Exhibit C-2 "SEC Filings,"** provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 whether 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.
- C-4 Exhibit C-4 "Financial Arrangements,"** provide copies of the applicant's current financial arrangements to conduct competitive retail natural gas service (CRNGS) as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.)
- C-5 Exhibit C-5 "Forecasted Financial Statements,"** provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant's CRNGS operation, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer.

- C-6 Exhibit C-6 "Credit Rating,"** provide a statement disclosing the applicant's current credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody's Investors Service, Standard & Poors, 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 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.
- C-7 Exhibit C-7 "Credit Report,"** provide a copy of the applicant's current credit report from Experian, Dun and Bradstreet, or a similar organization.
- 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 since applicant last filed for certification.
- C-9 Exhibit C-9 "Merger Information,"** provide a statement describing any dissolution or merger or acquisition of the applicant since applicant last filed for certification.

SECTION D – APPLICANT TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- D-1 Exhibit D-1 "Operations,"** provide a current written description of the operational nature of the applicant's business functions.
- D-2 Exhibit D-2 "Operations Expertise,"** given the operational nature of the applicant's business, provide evidence of the applicant's current experience and technical expertise in performing such operations.
- D-3 Exhibit D-3 "Key Technical Personnel,"** provide the names, titles, email addresses, telephone numbers, and background of key personnel involved in the operational aspects of the applicant's current business.


Applicant Signature and Title

Eric Zimmerman, President

Sworn and subscribed before me this

6th day of November

Month

2013

Year


Signature of official administering oath

Print Name and Title

Saul Kaszovitz
Notary Public, State of New Jersey
No. 2410306
Qualified in Bergen County
Commission Expires July 7, 2016

My commission expires on



The Public Utilities Commission of Ohio

Competitive Retail Natural Gas Service
Affidavit Form
(Version 1.07)

In the Matter of the Application of

Reflective Energy Solutions LLC

**for a Certificate or Renewal Certificate to Provide
Competitive Retail Natural Gas Service in Ohio.**

)
)
)
)

Case No. 09 - 950 -GA-AGG

County of Bergen
State of New Jersey

Eric Zimmerman

[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.
- (2) The applicant will timely file an annual report of its intrastate gross receipts and sales of hundred cubic feet of natural gas pursuant to Sections 4905.10(A), 4911.18(A), and 4929.23(B), Ohio Revised Code.
- (3) The applicant will timely pay any assessment made pursuant to Section 4905.10 or Section 4911.18(A), Ohio Revised Code.
- (4) 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) Applicant will cooperate with the Public Utilities Commission of Ohio and its staff in the investigation of any consumer complaint regarding any service offered or provided by the applicant.
- (6) Applicant will comply with Section 4929.21, Ohio Revised Code, regarding consent to the jurisdiction of the Ohio courts and the service of process.
- (7) Applicant will inform the Public Utilities Commission of Ohio of any material change to the information supplied in the certification or certification renewal application within 30 days of such material change, including any change in contact person for regulatory or emergency purposes or contact person for Staff use in investigating customer complaints.
- (8) Affiant further sayeth naught.

Affiant Signature & Title

Eric Zimmerman, President

Sworn and subscribed before me this

6th day of November

Month

2013

Year

Signature of Official Administering Oath

Print Name and Title

Saul Kaszovitz
Notary Public, State of New Jersey
No. 2410306
Qualified in Bergen County
Commission Expires July 7, 2016

My commission expires on

(CRNGS Broker/Aggregator Renewal) Page 7 of 7

A. RENEWAL INFORMATION

Exhibit A-14 "Principal Officers, Directors & Partners"

Steven Margulies, Chairman and CEO
One University Plaza, Suite 407
Hackensack, NJ 07601

Eric Zimmerman, President
One University Plaza, Suite 407
Hackensack, NJ 07601

Exhibit A-15 "Corporate Structure,

Reflective Energy Solutions LLC has no affiliates or subsidiaries and is a closely held LLC. Therefore its corporate structure is as follows:

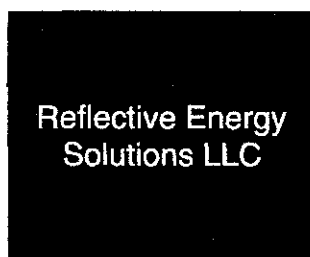


Exhibit A-16 "Company History,"

Reflective Energy Solutions LLC was established in 2009 by Eric Zimmerman, the current president of the same. It serves over 700 large commercial and industrial customers throughout the United States as a broker. Reflective Energy Solutions LLC offers electric & natural gas procurement services in 16 States along with lighting, CHP, solar, and demand response. As a testament to Reflective Energy Solutions client service and success it has seen an over 90% customer renewal rate.

Exhibit A-17 "Article of Incorporation or Bylaws,"

No Changes.

Exhibit A-18 "Secretary of State,"

See attached Exhibit A-18.

B. APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

B-1 Exhibit B-1 "Jurisdictions of Operation,"

- 1) New York;
- 2) New Jersey;*
- 3) Texas;
- 4) California;
- 5) Georgia;
- 6) Delaware;
- 7) Maryland;*
- 8) Illinois;*
- 9) New Hampshire;
- 10) Connecticut;
- 11) Rhode Island;*
- 12) Pennsylvania;*
- 13) Ohio;*
- 14) Massachusetts;*
- 15) District of Columbia; and
- 16) Maine.*

The asterisk indicates states wherein Reflective Energy Solutions LLC maintains license to operate as a broker/marketer of electrical energy and/or natural gas.

B-2 Exhibit B-2 "Experience & Plans,"

Reflective Energy Solutions LLC is an energy brokerage company, established in 2009, that will organize and present complex energy information in an objective, easy to understand format, enabling business to make energy procurement decisions that best meet their needs. In return for this service, if/when a customer enters into a contract with a natural gas supplier, Reflective will be compensated based upon a fixed fee, or commission previously agreed to with the electricity supplier. Reflective Energy Solutions is not an electricity supplier and will not be purchasing, or taking title to, the commodity, but will be advising clients concerning their needs.

Exhibit B-3 "Summary of Experience,"

Reflective Energy Solutions LLC, has acted as a broker of Natural Gas services to 40 commercial clients throughout Ohio, six in the service area of Columbia Gas of Ohio, one in the service area of Vectren Energy Delivery of Ohio and twenty three in the service area of Dominion East Ohio, totaling 336,403 MCF since receiving a certificate to provide such services in 2009.

Exhibit B-4 "Disclosure of Liabilities and Investigations ,"

None.

C. FINANCIAL CAPABILITY AND EXPERIENCE

C-1 Exhibit C-1 “Annual Reports,”

Reflective Energy Solutions LLC is a privately held company with a limited number of members therefore it is not required to compile an Annual Report.

C-2 Exhibit C-2 “SEC Filings,”

Reflective Energy Solutions LLC is a privately held company with a limited number of members therefore it is not required to make filings with SEC.

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.

See Attached, please note this information is confidential and should be treated as such.

C-4 Exhibit C-4 “Financial Arrangements,”

Reflective Energy Solutions LLC, as a broker, will not take title to, or take physical possession of, any commodity and therefore has no such arrangements.

C-5 Exhibit C-5 “Forecasted Financial Statements,” provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant’s CRES operation, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer.

See Attached, please note this information is confidential and should be treated as such.

C-6 Exhibit C-6 “Credit Rating,”

Reflective Energy Solutions LLC, is a privately held company and does not take title or physical possession of any commodity.

C-7 Exhibit C-7 “Credit Report,”

Reflective Energy Solutions LLC, is a privately held company and does not take title or physical possession of any commodity.

C-8 Exhibit C-8 “Bankruptcy Information,”

None

C-9 Exhibit C-9 "Merger Information,"

None

D . APPLICANT TECHNICAL CAPABILITY

D-1 Exhibit D-1 “Operations,”

Reflective Energy Solutions LLC is an energy brokerage company, established in 2009, that will organize and present complex energy information in an objective, easy to understand format, enabling business to make energy procurement decisions that best meet their needs. In return for this service, if/when a customer enters into a contract with a natural gas supplier, Reflective will be compensated based upon a fixed fee, or commission previously agreed to with the electricity supplier. Reflective Energy Solutions is not an electricity supplier and will not be purchasing, or taking title to, the commodity, but will be advising clients concerning their needs.

D-2 Exhibit D-2 “Operations Expertise,”

See Eric Zimmerman’s Resume attached hereto as Exhibit “D-2 and D-3”

D-3 Exhibit D-3 “Key Technical Personnel.”

Eric Zimmerman, President - ericz@reflectivees.com, (201) 880-1997

See Eric Zimmerman’s Resume attached hereto as Exhibit “D-2 and D-3”

Exhibit A-18

“Secretary of State”

[Print this report](#)**Corporation Details**

Corporation Details		
Entity Number	1887122	
Business Name	REFLECTIVE ENERGY SOLUTIONS LLC	
Filing Type	FOREIGN LIMITED LIABILITY COMPANY	
Status	Active	
Original Filing Date	10/05/2009	
Expiry Date		
Location:	County:	State: NEW JERSEY
Agent / Registrant Information		
VCORP AGENT SERVICES, INC. 28602 YESHIVA LANE WICKLIFFE, OH 44092 Effective Date: 10/05/2009 Contact Status: Active		
Filings		
Filing Type	Date of Filing	Document Number/Image
REG. OF FOR. PROFIT LIM. LIAB. CO.	10/05/2009	200927801056

Exhibit D-2 & D3

“Operations Expertise,”

&

“Key Technical Personnel.”

EVIDENCE OF TECHNICAL FITNESS

ERIC J. ZIMMERMAN
1115 Allessandrini Avenue
New Milford, New Jersey 07646
Bberry 201-655-3471
E-mail, ericz@reflectiveES.com

PROFILE

A results-oriented professional with over 14 years experience in the energy, telecommunications, and IT industries. Successful track record for building operations from infancy to profitable entities that exceeded sales targets. Established reputation for building cohesive "winning" teams designed to leverage the skills of the individuals to maximize the profitability of the organization. Readily adapts strategies in response to market dynamics. Specific strengths include strategic planning, business development, sales management, product development, contract negotiation, building strategic relationships and partnerships, execution of brand-building campaigns, and development of sales materials and targeted marketing campaigns.

PROFESSIONAL EXPERIENCE

2009 - Present: Reflective Energy Solutions, Hackensack, New Jersey

A company specializing in energy procurement and risk management consulting across North America. We help companies manage and predict their energy costs through custom-fit energy risk management strategies.

President

- Founder and head of a firm focused on delivering energy procurement and risk management consulting services to commercial, industrial and governmental customers across North America.
- Responsible for directing all aspects of the company's operations, strategy, and growth

2006 to 2009: Constellation NewEnergy, New York, New York

North America's largest competitive energy supplier, with tens of thousands of commercial and industrial customers.

Director of Business Development

- Developed and executed business plans to launch direct sales team with a focus on commercial, industrial and municipal accounts across New York and New Jersey.
- Hired, trained, coached, managed, and motivated team of 12 direct and indirect business development professionals who exceeded aggressive sales targets
- Team delivered over 1,000,000 mWh's of contracts in the first year
- Developed and managed sales support infrastructure
- Maintained approximately 90% renewal rate across customer base
- Directly negotiated complex supply contracts with large commercial and industrial customers

2002 to 2006: Econnergy Energy Company, Spring Valley, New York

One of the largest energy marketers in North America with hundreds of thousands of customers, both residential and commercial, in six states and the District of Columbia.

Director of Sales and Marketing

- Developed and implemented marketing communication strategies targeting both prospects along with existing customers.
- Doubled revenues to \$500 million dollars a year while achieving new customer growth of 50%

- Channel mix includes: direct mail, telemarketing, direct sales force (both salary and 1099), trade show, Internet, multi-cultural, print, television and radio.
- Managed a team of 13 direct employees.
- Created programs designed to improve customer retention. Reduced cost of acquisition by 14% while reducing customer churn by 40%.
- Spearheaded introduction of new products used for both customer retention along with new customer acquisition.
- Responsible for consistent corporate communication throughout all sales channels and collateral materials.
- Developed strategic alliances with key companies and organizations.

2002: Chofetz Chaim Heritage Foundation Monsey, NY

A not for profit organization that encourages personal development and increased awareness of the power of positive speech.

Director of Operations

- Managing both internal and external telemarketing teams. Directed campaigns that raised 95% of previous year's donations in 65% of the time.
- Implemented solutions that reduced long-term account receivables by over 50%.
- Increased the frequency and effectiveness of direct mail as a fundraising medium
- Conceived, planned, and implemented multiple fundraising events
- Streamlined donations processing, procurement, customer service, quality assurance, billing, and staff resource planning.

2000 to 2001: GoAmerica Communications Hackensack, NJ (acquired Flash Creative Management)

A leading provider of innovative wireless data solutions for corporate customers.

Business Process Analyst

- Designed new processes which improved the efficiency of the order fulfillment department from having 80% of orders being processed within three to five business days to 95% within 24 hours, while saving over \$600,000.
- Worked with the VP of Operations to design new customer service processes, enabling management to better organize the service department. The work resulted in reducing the average wait time from more than 90 minutes to less than 30 seconds, calls volume remained flat against a 30% increase in customers
- Designed new inventory processes as well as bar code scanning, allowing tighter security, scalability, easier information exchange and greater overall efficiency for inventory management.
- Created efficient processes and procedures for working with the corporate billing and order fulfillment systems, enabling a reduction in account receivables by over \$2,500,000.

1994 to 2000: Flash Creative Management Hackensack, NJ

A business technology consulting firm dedicated to applying technology to solve business problems.

Director of Project Management

- Developed a framework for processes and tools to reengineer IT project management key processes.
- Directed Project Managers in the areas of project management, project estimation, risk identification and mitigation strategies, and solution delivery. Responsible for resolving escalated project issues.
- Responsible for full Project Life Cycle of a transportation company management system in a Visual Studio/SQL Server environment
- Managed implementation of commercial healthcare software projects for 3M. Our architecture reduced the length of product development from eighteen to six months. Responsible for managing projects teams of up to ten people for system development projects using a variety of software development tools. Team success led to six years of continuous projects.
- Worked with developers and users to produce complete technical and user documentation including User Requirement and Software Design Specifications and design of Software Test Protocols and Procedures.

EDUCATION

B S, Finance

Yeshiva University, New York, New York

EGS License Application
PA PUC Document #: 131964