

Business

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## BUSINESS DETAILS & FILINGS

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### Business Details

Entity #:	1435831	Business Name:	DYNEGY ENERGY SERVICES (EAST), LLC
Filing Type:	FOREIGN LIMITED LIABILITY COMPANY	Status:	Active
Original Filing Date:	01/28/2004	Exp. Date:	-

### AGENT/REGISTRANT INFORMATION

CAPITOL CORPORATE SERVICES, INC.  
4568 MAYFIELD RD.  
STE. 204  
CLEVELAND OH 44121  
04/02/2015  
Active

Business ID Theft  
Protect Yourself

Sign up to receive e-mail notifications of any changes or updates made to this business entity.

### FILINGS

Filing Type	Date of Filing	Document ID	Download Image to PDF
REGISTRATION OF FOREIGN LIMITED LIABILITY CO	01/28/2004	200402801378	<a href="#">Download Image</a>
CORRECT REGISTRATION/FOREIGN LIMITED LIABILITY CO	04/14/2006	200610701574	<a href="#">Download Image</a>
TRADE NAME/ORIGINAL FILING	06/07/2010	201016000065	<a href="#">Download Image</a>

**Exhibit D-1**

**Operations**

Describe the operational nature of the applicant's business, specifying whether operations will 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.

Dynegy Energy Services (East), LLC does market electricity as a licensed competitive retail electricity services supplier in Ohio to residential, commercial, and industrial customers. Dynegy Energy Services (East), LLC will contract electricity purchases for retail sales, as well as nominate and schedule retail electricity for delivery to small commercial and residential choice customers.

# **Competitive Retail Electric Service Affidavit**

County of Dallas :

State of Texas :

Gabe Vazquez, 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.

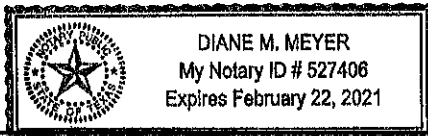
13. Affiant further sayeth naught.

Gabriel Vazquez, UP + AGC  
Signature of Affiant & Title

Sworn and subscribed before me this 16<sup>th</sup> day of December, 2020  
Month Year

Diane M. Meyer  
Signature of official administering oath

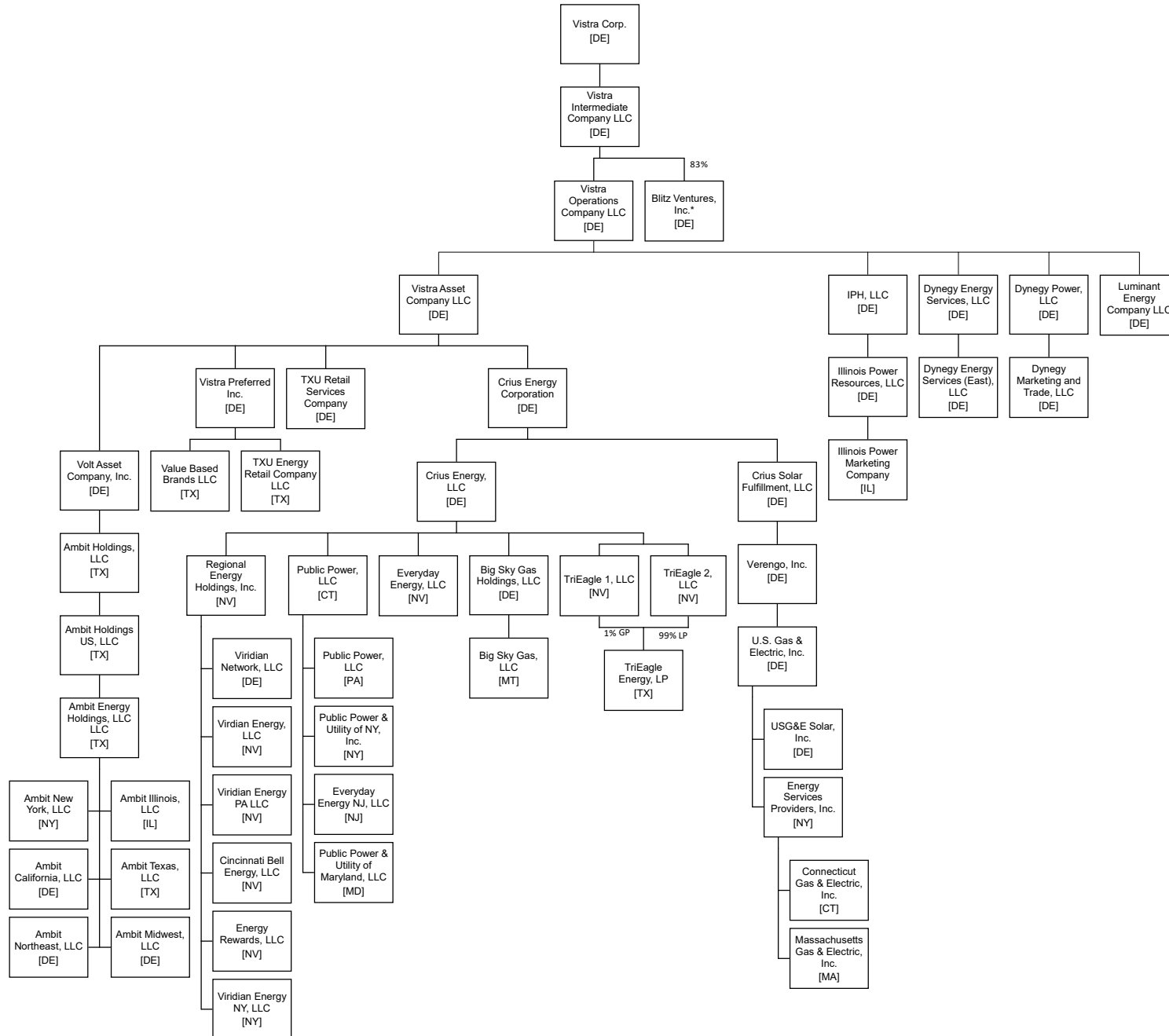
Diane M. Meyer, Notary Public  
Print Name and Title



My commission expires on February 22, 2021

# Vistra Corp. Organizational Structure U.S. Retail Entity Excerpt

\*\*All ownership interest 100% unless otherwise indicated.



\* 83% of common stock of Blitz Ventures, Inc. is owned by Vistra Intermediate Company LLC, with the remaining 17% owned by third party.

**Exhibit 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 the filing of this application.

<b>State(s)</b>	<b>Legal Entity</b>	<b>d/b/a</b>	<b>Commodity</b>
<b>California</b>	Ambit California, LLC	Ambit	Gas
<b>California</b>	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
<b>California</b>	Viridian Energy PA, LLC	Viridian Energy	Gas
<b>Canada</b>	Ambit Energy Canada, ULC	Ambit	Electric
<b>Canada</b>	Ambit Energy Canada, ULC	Ambit	Gas
<b>Connecticut</b>	Ambit Northeast, LLC	Ambit	Electric
<b>Connecticut</b>	Connecticut Gas & Electric, Inc.	Connecticut Gas & Electric, Inc.	Electric
<b>Connecticut</b>	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
<b>Connecticut</b>	Public Power, LLC	Public Power	Electric
<b>Connecticut</b>	Viridian Energy, LLC	Viridian Energy	Electric
<b>D.C.</b>	Ambit Northeast, LLC	Ambit	Electric
<b>D.C.</b>	Ambit Northeast, LLC	Ambit	Gas
<b>D.C.</b>	Energy Services Providers, Inc.	DC Gas & Electric	Electric
<b>D.C.</b>	Everyday Energy, LLC	Energy Rewards	Electric
<b>D.C.</b>	Everyday Energy, LLC	Energy Rewards	Gas
<b>D.C.</b>	Public Power, LLC	Public Power	Electric
<b>D.C.</b>	Viridian Energy PA LLC	Viridian Energy	Electric
<b>D.C.</b>	Viridian Energy PA LLC	Viridian Energy	Gas
<b>D.C.</b>	Viridian Network, LLC	Viridian Energy	Electric
<b>D.C.</b>	Viridian Network, LLC	Viridian Energy	Gas
<b>Delaware</b>	Ambit Northeast, LLC	Ambit	Electric
<b>Delaware</b>	Everyday Energy, LLC	Energy Rewards	Electric
<b>Delaware</b>	Viridian Energy PA, LLC	Viridian Energy	Electric
<b>Delaware</b>	Viridian Network, LLC	Viridian Energy	Electric
<b>Illinois</b>	Ambit Illinois, LLC	Ambit	Gas
<b>Illinois</b>	Ambit Northeast, LLC	Ambit	Electric
<b>Illinois</b>	Dynegy Energy Services, LLC	Better Buy Energy	Electric
<b>Illinois</b>	Dynegy Energy Services, LLC	Brighten Energy	Electric
<b>Illinois</b>	Dynegy Energy Services, LLC	Dynegy	Electric
<b>Illinois</b>	Dynegy Energy Services, LLC	Honor Energy	Electric
<b>Illinois</b>	Dynegy Energy Services, LLC	True Fit Energy	Electric
<b>Illinois</b>	Energy Services Providers, Inc.	Illinois Gas & Electric	Electric
<b>Illinois</b>	Energy Services Providers, Inc.	Energy Service Providers	Electric
<b>Illinois</b>	Energy Services Providers, Inc.	ESPI	Electric
<b>Illinois</b>	Energy Services Providers, Inc.	ILG&E	Electric
<b>Illinois</b>	Energy Services Providers, Inc.	ILGE	Electric
<b>Illinois</b>	Everyday Energy, LLC	Energy Rewards	Electric
<b>Illinois</b>	Everyday Energy, LLC	Energy Rewards	Gas

<b>Illinois</b>	Illinois Power Marketing Company	Homefield Energy	Electric
<b>Illinois</b>	Public Power, LLC	Public Power	Electric
<b>Illinois</b>	TriEagle Energy, LP	TriEagle Energy	Electric
<b>Illinois</b>	U.S. Gas & Electric, Inc.	Illinois Gas & Electric	Gas
<b>Illinois</b>	U.S. Gas & Electric, Inc.	USG&E	Gas
<b>Illinois</b>	U.S. Gas & Electric, Inc.	U.S. Gas & Electric	Gas
<b>Illinois</b>	U.S. Gas & Electric, Inc.	USGE	Gas
<b>Illinois</b>	U.S. Gas & Electric, Inc.	ILGE	Gas
<b>Illinois</b>	U.S. Gas & Electric, Inc.	ILG&E	Gas
<b>Illinois</b>	Viridian Energy PA LLC	Viridian Energy	Electric
<b>Illinois</b>	Viridian Energy PA LLC	Viridian Energy	Gas
<b>Indiana</b>	Ambit Midwest, LLC	Ambit	Gas
<b>Indiana</b>	Everyday Energy, LLC	Value Power & Gas	Gas
<b>Indiana</b>	U.S. Gas & Electric, Inc.	Indiana Gas & Electric	Gas
<b>Indiana</b>	Viridian Energy PA, LLC	Viridian Energy	Gas
<b>Kentucky</b>	U.S. Gas & Electric, Inc.	Kentucky Gas & Electric	Gas
<b>Maine</b>	Ambit Northeast, LLC	Ambit	Electric
<b>Maine</b>	Energy Rewards, LLC	Energy Rewards	Electric
<b>Maine</b>	Massachusetts Gas & Electric, Inc.	Maine Gas & Electric	Electric
<b>Maine</b>	Dynegy Marketing and Trade	DMT	Electric
<b>Maryland</b>	Ambit Northeast, LLC	Ambit	Electric
<b>Maryland</b>	Ambit Northeast, LLC	Ambit	Gas
<b>Maryland</b>	Energy Services Providers, Inc.	Maryland Gas & Electric	Electric
<b>Maryland</b>	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
<b>Maryland</b>	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
<b>Maryland</b>	Public Power & Utility of Maryland, LLC	Public Power & Utility of Maryland	Electric
<b>Maryland</b>	TriEagle Energy, LP	TriEagle Energy	Electric
<b>Maryland</b>	U.S. Gas & Electric, Inc.	Maryland Gas & Electric	Gas
<b>Maryland</b>	Viridian Energy PA, LLC	Viridian Energy	Electric
<b>Maryland</b>	Viridian Energy PA, LLC	Viridian Energy	Gas
<b>Massachusetts</b>	Ambit Northeast, LLC	Ambit	Gas
<b>Massachusetts</b>	Ambit Northeast, LLC	Ambit	Electric
<b>Massachusetts</b>	Dynegy Energy Services (East), LLC	Dynegy	Electric
<b>Massachusetts</b>	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
<b>Massachusetts</b>	Massachusetts Gas & Electric, Inc.	Massachusetts Gas & Electric	Electric
<b>Massachusetts</b>	Public Power, LLC	Public Power	Electric
<b>Massachusetts</b>	Viridian Energy PA, LLC	Viridian Energy	Gas
<b>Massachusetts</b>	Viridian Energy, LLC	Viridian Energy	Electric
<b>Michigan</b>	Ambit Midwest, LLC	Ambit	Gas
<b>Michigan</b>	Energy Services Providers, Inc.	Michigan Gas & Electric	Electric
<b>Michigan</b>	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
<b>Michigan</b>	U.S. Gas & Electric, Inc.	Michigan Gas & Electric	Gas
<b>Michigan</b>	Viridian Energy PA, LLC	Viridian Energy	Gas
<b>Montana</b>	Big Sky Gas, LLC	Big Sky Gas	Gas
<b>New Hampshire</b>	Ambit Northeast, LLC	Ambit	Electric
<b>New Hampshire</b>	Energy Rewards, LLC	Energy Rewards	Electric
<b>New Hampshire</b>	Everyday Energy, LLC d/b/a Energy Rewards	Everyday Energy	Electric
<b>New Hampshire</b>	Viridian Energy, LLC	Viridian Energy	Electric
<b>New Jersey</b>	Ambit Northeast, LLC	Ambit	Gas
<b>New Jersey</b>	Ambit Northeast, LLC	Ambit	Electric
<b>New Jersey</b>	Energy Services Providers, Inc.	New Jersey Gas & Electric	Electric

<b>New Jersey</b>	Everyday Energy NJ, LLC	Energy Rewards	Electric
<b>New Jersey</b>	Everyday Energy NJ, LLC	Energy Rewards	Gas
<b>New Jersey</b>	TriEagle Energy, LP	TriEagle Energy	Electric
<b>New Jersey</b>	U.S. Gas & Electric, Inc.	New Jersey Gas & Electric	Gas
<b>New Jersey</b>	Viridian Energy PA, LLC	Viridian Energy	Electric
<b>New Jersey</b>	Viridian Energy PA, LLC	Viridian Energy	Gas
<b>New York</b>	Ambit New York, LLC	Ambit	Electric
<b>New York</b>	Energy Services Providers, Inc.	New York Gas & Electric	Electric
<b>New York</b>	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
<b>New York</b>	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
<b>New York</b>	Public Power, LLC	Public Power	Electric
<b>New York</b>	Public Power, LLC	Public Power	Gas
<b>New York</b>	U.S. Gas & Electric, Inc.	New York Gas & Electric	Gas
<b>New York</b>	Viridian Energy NY, LLC	Viridian Energy	Electric
<b>New York</b>	Viridian Energy PA, LLC	Viridian Energy	Gas
<b>Ohio</b>	Ambit Northeast, LLC	Ambit	Gas
<b>Ohio</b>	Ambit Northeast, LLC	Ambit	Electric
<b>Ohio</b>	Cincinnati Bell Energy, LLC	Cincinnati Bell Energy	Electric
<b>Ohio</b>	Cincinnati Bell Energy, LLC	Cincinnati Bell Energy	Gas
<b>Ohio</b>	Dynegy Energy Services (East), LLC	Better Buy Energy	Electric
<b>Ohio</b>	Dynegy Energy Services (East), LLC	Brighten Energy	Electric
<b>Ohio</b>	Dynegy Energy Services (East), LLC	Dynegy	Electric
<b>Ohio</b>	Dynegy Energy Services (East), LLC	Honor Energy	Electric
<b>Ohio</b>	Dynegy Energy Services (East), LLC	True Fit Energy	Electric
<b>Ohio</b>	Dynegy Energy Services (East), LLC	Better Buy Energy	Gas
<b>Ohio</b>	Dynegy Energy Services (East), LLC	Brighten Energy	Gas
<b>Ohio</b>	Dynegy Energy Services (East), LLC	Dynegy	Gas
<b>Ohio</b>	Dynegy Energy Services (East), LLC	Honor Energy	Gas
<b>Ohio</b>	Dynegy Energy Services (East), LLC	True Fit Energy	Gas
<b>Ohio</b>	Dynegy Marketing and Trade, LLC		Wholesale Electric
<b>Ohio</b>	Energy Services Providers, Inc.	Ohio Gas & Electric	Electric
<b>Ohio</b>	Energy Services Providers, Inc.	USG&E	Electric
<b>Ohio</b>	Energy Services Providers, Inc.	US Gas & Electric	Electric
<b>Ohio</b>	Everyday Energy, LLC d/b/a Energy Rewards	Value Power & Gas	Electric
<b>Ohio</b>	Everyday Energy, LLC d/b/a Energy Rewards	Value Power & Gas	Gas
<b>Ohio</b>	Public Power, LLC	Public Power	Electric
<b>Ohio</b>	TriEagle Energy, LP	TriEagle Energy	Electric
<b>Ohio</b>	U.S. Gas & Electric, Inc.	Ohio Gas & Electric	Gas
<b>Ohio</b>	Viridian Energy PA, LLC	Viridian Energy	Electric
<b>Ohio</b>	Viridian Energy PA, LLC	Viridian Energy	Gas
<b>Pennsylvania</b>	Ambit Northeast, LLC	Ambit	Electric
<b>Pennsylvania</b>	Ambit Northeast, LLC	Ambit	Gas
<b>Pennsylvania</b>	Dynegy Energy Services (East), LLC	Better Buy Energy	Electric
<b>Pennsylvania</b>	Dynegy Energy Services (East), LLC	Brighten Energy	Electric
<b>Pennsylvania</b>	Dynegy Energy Services (East), LLC	Dynegy	Electric
<b>Pennsylvania</b>	Dynegy Energy Services (East), LLC	Honor Energy	Electric
<b>Pennsylvania</b>	Dynegy Energy Services (East), LLC	True Fit Energy	Electric
<b>Pennsylvania</b>	Energy Services Providers, Inc.	Pennsylvania Gas & Electric	Electric
<b>Pennsylvania</b>	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
<b>Pennsylvania</b>	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
<b>Pennsylvania</b>	Public Power, LLC	Public Power	Electric



<b>Pennsylvania</b>	TriEagle Energy, LP	TriEagle Energy	Electric
<b>Pennsylvania</b>	U.S. Gas & Electric, Inc.	Pennsylvania Gas & Electric	Gas
<b>Pennsylvania</b>	Viridian Energy PA, LLC	Viridian Energy	Electric
<b>Pennsylvania</b>	Viridian Energy PA, LLC	Viridian Energy	Gas
<b>Rhode Island</b>	Ambit Northeast, LLC	Ambit	Electric
<b>Rhode Island</b>	Public Power, LLC	Public Power	Electric
<b>Rhode Island</b>	Viridian Energy, LLC	Viridian Energy	Electric
<b>Texas</b>	Ambit Texas, LLC	Ambit	Electric
<b>Texas</b>	TriEagle Energy, LP	Energy Rewards	Electric
<b>Texas</b>	TriEagle Energy, LP	POWER HOUSE ENERGY	Electric
<b>Texas</b>	TriEagle Energy, LP	EAGLE ENERGY	Electric
<b>Texas</b>	TriEagle Energy, LP	Viridian Energy	Electric
<b>Texas</b>	TriEagle Energy, LP	TRIEAGLE ENERGY SERVICES	Electric
<b>Texas</b>	TXU Energy Retail Company LLC	TXU	Electric
<b>Texas</b>	TXU Energy Retail Company LLC	Assurance Energy	Electric
<b>Texas</b>	Value Based Brands LLC	4Change	Electric
<b>Texas</b>	Value Based Brands LLC	4Change Energy	Electric
<b>Texas</b>	Value Based Brands LLC	Express Energy	Electric
<b>Texas</b>	Value Based Brands LLC	Veteran Energy	Electric
<b>Virginia</b>	Ambit Northeast, LLC	Ambit	Gas
<b>Virginia</b>	Viridian Energy PA, LLC	Viridian Energy	Gas

## **Exhibit 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 ruled adopted pursuant to Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

#### **Experience**

The Vistra Corp family of brands connects with energy customers through an innovative family of brands, strategy, and multi-channel marketing approach. This unique combination creates multiple access points to a broad suite of energy products and services that make it easier for consumers to make informed decisions about their energy needs. Vistra Corp. brands market energy products in 19 states and the District of Columbia with plans to continue expanding its geographic reach.

#### **Contracting with Customers**

Dynegy Energy Services (East), LLC is actively participating in Ohio's competitive retail electric market. Dynegy Energy Services (East), LLC is marketing its products in Ohio through the traditional channels of partnership, digital advertising, municipal aggregation, in-person marketing, and some telemarketing for residential, commercial, and industrial customers. Dynegy Energy Services (East), LLC is currently marketing under the assumed names of Dynegy, Better Buy Energy, and Brighten Energy.

Enrollment: There are five ways a potential customer could be enrolled:

1. *Paper Enrollment.* Potential customers can use a paper enrollment form that they fill out and it is faxed into Applicant's headquarters after which customer receives a welcome package with copies of all the forms.
2. *Web Enrollment.* Potential customers can visit <http://www.dynegy.com> to enroll online. From the website, potential customers may print forms and information. Upon receipt of the enrollment, Dynegy Energy Services (East), LLC will send the customer a welcome package with all copies of the forms.
3. *Telephonic Enrollment.* Potential commercial and industrial customers may be solicited over the phone by Dynegy Energy Services (East), LLC's vendors and may decide to sign up over the telephone and complete a third-party verification confirming the decision to enroll.
4. *Customer Care Center.* Potential customers can call Dynegy Energy Services (East), LLC Customer Care Center. A call center representative will enroll the customer and a third-party verification will be taken after such enrollment and a welcome package will be sent.

5. *Retention Center.* Dynegy Energy Services (East), LLC makes outbound telemarketing calls to existing or former customers only for renewal or re-enrollment purposes.

### **Providing Contracted Services**

Dynegy Energy Services (East), LLC currently provides customers with affordable electricity in Ohio.

### **Providing Billing Statements**

Dynegy Energy Services (East), LLC utilizes consolidated billing with the utility for residential and commercial customers and offers dual billing to industrial customers.

### **Responding to Customer Inquiries and Complaints**

Dynegy Energy Services (East), LLC operates an in-house telephone customer care center to answer any questions that customers may have. When a customer calls in with a question or complaint, the customer service representative will work with them to address any issue or problem. If the customer asks to have their enrollment cancelled, the customer service representative processes it immediately.

Any complaints or questions that are not resolved by the customer care representatives are then escalated to the Customer Advocacy Department, who will work directly with the customer to investigate and address the issue with the goal of achieving customer satisfaction.

### **Exhibit B-3**

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.

#### **2018**

**Company:** Ambit Northeast, LLC

**State:** OH

The Ohio Public Utility Commission (“OH PUC”) sent a Notice of Probable Non-Compliance to Ambit Northeast regarding alleged invalid enrollments by Ambit Independent Consultants on October 19, 2018. All the corrective actions proposed by the OH PUC were implemented, and Ambit agreed to a forfeiture of \$21,000. The settlement was approved and filed on March 11, 2019.

#### **2019**

**Company:** U.S. Gas & Electric, Inc. , Energy Services Providers, Inc.

**State:** MD

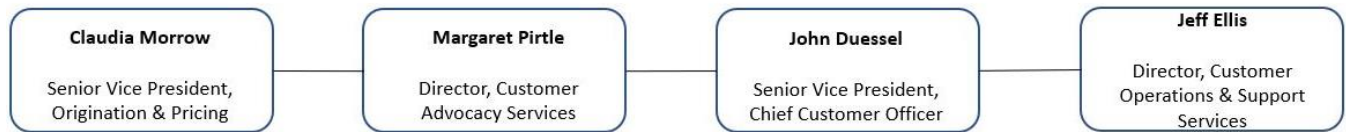
On May 15, 2019, the Technical Staff of the Maryland Public Service Commission (“PSC”) filed a complaint against Energy Services Providers, Inc. d/b/a Maryland Gas & Electric and U.S. Gas & Electric, Inc. d/b/a Maryland Gas & Electric (collectively, the “Company”) alleging that the Company had violated Maryland law governing retail suppliers’ activities, and specifically citing 33 consumer complaints received in 2018. On June 18, 2019, Company filed an answer and response with the PSC and on July 12, 2019, the PSC delegated the matter to the Public Utility Law Judge (“PULJ”) for review. The PULJ broadened the scope to all consumer complaints filed with the PSC from January 2016 – June 2019. The procedural schedule was suspended on April 7, 2020 and the parties will file a status update by June 7, 2020.

**Company:** Public Power, LLC

**State:** CT

In December 2019, the Public Utilities Regulatory Authority (“PURA”) requested a review of Public Power’s compliance with billing, marketing and licensing requirements. Public Power has been issued and responded to several interrogatories focused on Public Power’s marketing efforts, which for Public Power is largely limited to online enrollments.

## Managerial Leadership:



### **Claudia J. Morrow**

Senior Vice President, Origination & Pricing

Years of Experience 19

Claudia is responsible for commodity cost forecasting and portfolio management of the commodity price risk associated with Vistra's subsidiaries' retail electricity sales through procurement of power and power related products. The portfolio value is in the range of \$3 billion dollars. She also leads a retail gas sales team with large industrial and commercial customers across the state of Texas. Claudia joined Vistra's predecessor (TXU Corp.) in July of 2001 with multiple years of experience in commodities markets at JP Morgan Chase and Morgan Stanley.

Claudia has a bachelor's degree from Texas A&M University.

### **Margaret Pirtle**

Director, Customer Advocacy Services

Years of Experience 12

Margaret Pirtle is the Director of Customer Advocacy Services for Vistra Energy Corp. (Vistra). Margaret joined Vistra's predecessor (TXU Corp.) in April 2007 and has over 12 years of experience in the competitive electricity industry. When she joined the company, Margaret was responsible for establishing the operations policy and procedures team, which implemented and ensured compliance with operational policies. In her current role, she is responsible for driving improved customer experiences by managing all lines of customer escalations including those to the state commissions, Attorney General's office, and the Better Business Bureau. She also oversees the Energy Assistance program that provides financial support to customers in need. Additionally, Margaret is responsible for managing the relationships with the Transmission and Distribution Utilities, ERCOT, and the state commissions to ensure operational readiness.

Margaret has a bachelor's degree in business administration from Texas Tech University Rawls College of Business.

**John Duessel**

Senior Vice President, Chief Customer Officer

Years of Experience 10

John Duessel is a Vice President and the Chief Customer Officer for Vistra and has over 10 years of experience in the competitive electricity industry. John joined Vistra's predecessor (Energy Future Holdings Corp. (EFH)) in April 2010 and has been the Chief Customer Officer for Vistra since October 2016. In his current role, John leads the customer experience services organizations that are responsible for delivering exceptional experiences to customers for Vistra's retail subsidiaries.

Prior to his role as the Chief Customer Officer, John was a Senior Director and then a Vice President of the revenue operations division, and, in those roles, he led teams dedicated to delivering seamless customer experiences across all core revenue cycle management functions. John began at the company as a Director in the credit, collections, and bad debt management department, where he was responsible for credit assessment / credit management and collections functions across all lines of the business.

John received a master's in business administration in finance degree from Southern Methodist University Cox School of Business and has a juris doctor degree from Columbus School of Law.

**Jeff Ellis**

Director, Customer Operations & Support Services

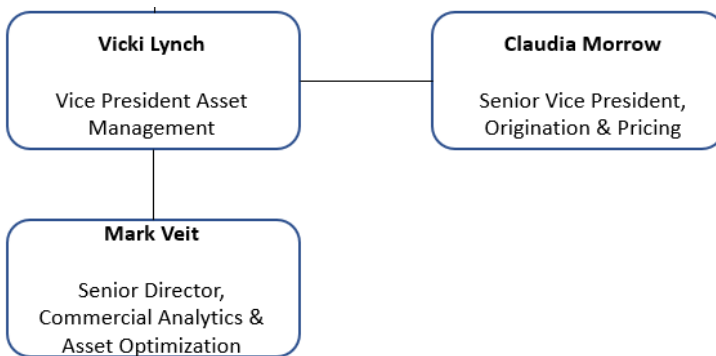
Years of Experience 20

Jeff Ellis is the Director of Customer Operations & Support Services at Vistra and has 20 years of experience in the competitive electricity industry. In his current role with Vistra, Jeff oversees contact center operations, including customer experience execution as well as contact center support functions such as process optimization, learning and development, quality insights, and compliance.

Jeff began his career with Vistra's predecessor (TXU Corp.) in 1999, supporting customer system enhancements that prepared TXU Corp. to transition into the Texas competitive retail electric market. Jeff subsequently worked for a consulting firm that managed customer operations for several other Texas retail electric providers, before returning to Vistra's predecessor (then EFH) in 2009.

Jeff has a bachelor's degree in management information systems and business management from University of Oklahoma Price College of Business

## Technical Leadership:



### **Claudia J. Morrow**

Senior Vice President, Origination & Pricing

Years of Experience 19

Claudia is responsible for commodity cost forecasting and portfolio management of the commodity price risk associated with Vistra's subsidiaries' retail electricity sales through procurement of power and power related products. The portfolio value is in the range of \$3 billion dollars. She also leads a retail gas sales team with large industrial and commercial customers across the state of Texas. Claudia joined Vistra's predecessor (TXU Corp.) in July of 2001 with multiple years of experience in commodities markets at JP Morgan Chase and Morgan Stanley.

Claudia has a bachelor's degree in History from Texas A&M University.

### **Vicki Lynch**

Vice President Asset Management-PJM

Years of Experience 25

Vicki Lynch is the Vice President Asset Management at Vistra and has over 25 years of experience in the competitive electricity industry having worked previously with Orange & Rockland Utilities, Inc., GenOn Energy, and Dynegy (Vistra subsidiary) in the areas such as managing bid optimization company initiative to develop and implement best practices and build and automate quantitative solutions for bidding optimization and continuous improvement.

Vicki has a bachelor's degree as well as a master's degree, both in Mechanical Engineering, from Manhattan College. Vicki holds a certification in Pragmatic Marketing from the Pragmatic Institute.

**Mark Veit**

Senior Director, Commercial Analytics & Asset Optimization

Years of Experience 20

Mark Veit is the Senior Director, Commercial Analytics & Asset Optimization and has over 20 years of experience in the competitive electricity industry having worked at Vistra's predecessor (Dynegy) in the areas of application development, data architecture, retail analytics, commercial asset management, risk analysis, and asset optimization.



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Summary: In the Matter of the Application of Dynegy Energy Services East LLC