

April 23, 2021

Via Electronic Filing

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

**Re: Case No. 11-5886-EL-CRS
Verde Energy USA Ohio, LLC – Certificate Number 12-489E
License Update**

Pursuant to Rule 4901:1-24-11 of the Ohio Administrative Code, Verde Energy USA Ohio, LLC (“Verde”), a licensed Competitive Retail Electric Service provider in Ohio, submits its license update.

On April 2, 2021, Spark Energy, Inc. (“Spark” or the “Company”) was notified by Kevin McMinn of his intent to step down as Chief Operating Officer (“COO”), effective immediately.

In connection with Mr. McMinn’s resignation, the Company invoked its succession plan. The duties formerly exercised by Mr. McMinn will be carried out by several experienced senior executives, including the Company’s Vice President of Operations – Misti Day, and the Company’s Senior Director, Collections and Customer Care – Sultan Virani, who collectively have over thirty years of retail energy expertise. Additionally, we expect to enter into a consulting agreement with Mr. McMinn and that he will continue to serve the Company in a consulting role for the foreseeable future.

Attachment A - Biographies

Should you have any questions or need any further information, please contact me directly at mleclerc@sparkenergy.com or 207-890-4094.

Respectfully submitted,



Muriel LeClerc
Senior Regulatory Specialist

Attachment A

W. KEITH MAXWELL III – *Interim President and Chief Executive Officer*
12140 Wickchester Ln., Suite 100
Houston, TX 77079
Phone: (713) 977-5641

W. Keith Maxwell serves as Interim President and Chief Executive Officer of Spark Energy, which he was appointed to in March 2020. Prior to founding the predecessor of Spark Energy in 1999, Mr. Maxwell was a founding partner in Wickford Energy, an oil and natural gas services company which was sold to Black Hills Utilities in 1997.

Prior to Wickford Energy, Mr. Maxwell was a partner in Polaris Pipeline, a natural gas producer services and midstream company that sold to TECO Pipeline in 1994. In 2010, Mr. Maxwell was named Ernst & Young Entrepreneur of the Year in the Energy, Chemicals and Mining category. A native of Houston, Texas, Mr. Maxwell earned a Bachelor's Degree in Economics from the University of Texas at Austin in 1987.

Mr. Maxwell has several philanthropic interests, including the Special Olympics, Child Advocates, Salvation Army, Star of Hope and Helping a Hero. Mr. Maxwell's extensive energy industry background, leadership experience, and strategic planning and oversight brings an important skill set to Spark Energy.

JAMES G. JONES –*Chief Financial Officer*
12140 Wickchester Ln., Suite 100
Houston, TX 77079
Phone: (832) 217-1860

James G. Jones was appointed Chief Financial Officer in June 2019. Immediately prior to his appointment as CFO, Mr. Jones served on the Board as an Independent Director and the Chair of Audit and Special Committees since 2014. Mr. Jones oversees Spark's accounting, tax, SEC reporting, treasury, financial planning and analysis, and investor relations functions. He is also the Chief Risk Officer.

Mr. Jones was a partner at Weaver Tidwell LLP, a regional certified public accounting firm. Prior to joining Weaver Tidwell, LLP, Mr. Jones was a partner in the Houston office of Padgett Stratemann & Co. from May 2014 to August 2016 when Padgett was acquired by RSM. Prior to joining Padgett Stratemann & Co., Mr. Jones was a partner at Ernst & Young LLP where he worked from October 1998 to March 2014. Mr. Jones holds a Doctor of Jurisprudence from Louisiana State University and a Bachelor of Science in Accounting from the University of Louisiana at Monroe.

Mr. Jones was appointed Chief Financial Officer because of his extensive tax and financial background, as well as his management expertise.

Sultan Virani –Sr Director, Collections and Customer Care
12140 Wickchester Ln., Suite 100
Houston, TX 77079
Phone: (281) 833-4116

Sultan Virani is Sr. Director of Collections and Customer Care. Mr. Virani brings 14years of finance and operational experience in the retail power market having served as CFO & V.P. Finance & Accounting at Potentia Energy, LLC from its founding in 2007 up to its acquisition by Verde Energy USA in December 2014 and Spark Energy in June 2017. Mr. Virani assumed his current role in the company following the close of the transaction of Spark Energy's acquisition of Verde Energy USA.

Prior to joining Potentia, Mr. Virani was engaged in a number of small startup ventures laying the ground work for highly scalable businesses with strong financial and operational fundamentals. In the course of his career in the U.S. he developed expertise in translating consumer behavior into sustainable, profit generating initiatives and has developed a track record of helping build high-performing business units and teams capable of producing consistent earnings in difficult market conditions. Mr. Virani earned his BBA from the University of Mumbai, India.

Misti Day – Vice President of Operations
12140 Wickchester Ln., Suite 100
Houston, TX 77079
Phone: (832)200-3780

Ms. Day was appointed Vice President of Operations in May 2020. Immediately prior to her appointment as VP of Operations, Ms. Day served Director, then Sr. Director of Operational Accounting since April 2011. As Sr. Director of Operational Accounting, Ms. Day managed operational accounting, accounts receivable and bad debt, and now manages all aspects of customer enrollments, billing and fulfillment.

Prior to joining Spark Energy, Ms. Day was Manager of Retail Gross Margin at Direct Energy where she worked from March 2005 to April 2011. Prior to Direct Energy, Ms. Day was a senior accountant at Synagro from March 2003 to March 2005. Prior to joining Synagro, Ms. Day was a senior analyst at UBS Warburg from February 2002 to March 2003. Prior to joining UBS, Ms. Day was senior analyst at Enron from June 1999 to February 2002. Ms. Day holds a Master of Public Accountancy and Bachelor of Science in Accounting from Stephen F. Austin State University. Ms. Day has several philanthropic interests, including The Junior League of Houston, Child Advocates, and Houston Livestock Show and Rodeo where she currently serves a committee vice chairman.

Ms. Day was appointed Vice President of Operations because of her extensive knowledge of retail energy accounting and operations, as well as her management expertise.

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Case No(s). 11-5886-EL-CRS

Summary: Notification License Update electronically filed by Muriel T LeClerc on behalf of Verde Energy