



Instructions for Competitive Retail Electric Service (CRES) Providers

- I. **Where to file:** Applications can be completed and submitted via the [PUCO Community](#). Paper applications, an original plus two copies, can be mailed to: Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus Ohio 43215-3793.
- II. **Case Number:** If Applicant is applying for any combination of broker and/or aggregator, the application must be filed with an “AGG” purpose code. If the application includes marketer and/or retail electric generation provider, then the purpose code must be “CRS”.
- III. **Renewal applications:** A certificate is valid for two years from the date of issuance. An application for renewal should be filed in the Applicant’s existing case number 30-90 days prior to the expiration date printed on the certificate.
- IV. **Confidentiality:** An applicant may file financial statement, forecasted financial statements, financial arrangements, credit ratings, and credit reports under seal. Confidentiality for other items must be requested in a motion filed in the docket. Motions for protective orders must be filed in accordance with Ohio Administrative Code [4901:1-24](#) and [4901:1-24](#).
- V. **Commission approval process:** The Commission approval process begins when the Commission’s Docketing Division receives and time/date stamps the application. An incomplete application may be suspended or rejected. An application that has been suspended an incomplete may cause delay in certification. The Commission may approve, suspend, or deny an application within 30 days. If no action is taken, the application is deemed automatically approved on the 31st day after the official filing date. Upon approval, the Commission will issue a numbered certificate that specifies the service(s) for which the applicant is certified and the dates for which the certificate is valid.
- VI. **Material change:** Providers are required to notify the Commission of any changes to the information provided in its most recent application within thirty days of the change.
- VII. **Governing law:** The certification and renewal of competitive providers is governed by Chapters [4901:1-21](#), [4901:1-24](#), [4901:1-27](#), [4901:1-28](#), and [4901:1-29](#) of the Ohio Administrative Code, and Sections [4928.08](#) and [4929.20](#) of the Ohio Revised Code.
- VIII. **Questions:** Questions regarding the application should be directed to CRES@puco.ohio.gov or CRNGS@puco.ohio.gov.

This page is for informational purposes and should not be filed with the application.



Public Utilities Commission

Competitive Retail Electric Service (CRES) Provider Application

Case Number: 20 0654 -EL-AGG

Please complete all information. Identify all attachments with a label and title (example: Exhibit C-2 Financial Statements). For paper filing, you can mail the original and two complete copies to the Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus, Ohio 43215-3793.

A. Application Information

A-1. Provider Type.

Select the competitive retail electric service (CRES) provider type(s) for which the applicant is seeking certification. Please note you can select more than one.

Aggregator



Power Broker



Power Marketer



Retail Electric
Generation Provider



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

Provide the name and contact information of the business entity.

Legal Name: OE Retail Services LLC
Street Address: 12385 Township Road 215
City: Findlay State: OH Zip: 45840
Telephone: 877-298-5853 Website: _____

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: OE Retail Services LLC
Street Address: 12385 Township Road 215
City: Findlay State: OH Zip: 45840
Telephone: 877-298-5853 Website: _____

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

Provide all business names the applicant uses in North America. You do not need to include the names provided in A-2 and A-3.

Name(s): One Energy Analytics _____

A-5. Contact person for regulatory matters.

Name: James D. Dunn Title: Senior Counsel
Street Address: 12385 Township Road 215
City: Findlay State: OH Zip: 45840
Telephone: 419-379-8552 Email: jdunn@oneenergyllc.com

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

Name: James D. Dunn Title: Senior Counsel
Street Address: 12385 Township Road 215
City: Findlay State: OH Zip: 45840
Telephone: 419-379-8552 Email: jdunn@oneenergyllc.com

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

Street Address: PO BOX 894
City: Findlay State: OH Zip: 45840
Toll-free
Telephone: 877-298-5853 Email: oeretail@oneenergyllc.com

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

FEIN: 833272737

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

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

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:

AES Ohio <input checked="" type="checkbox"/>	American Electric Power (AEP Ohio) <input checked="" type="checkbox"/>	Duke Energy Ohio <input checked="" type="checkbox"/>	FirstEnergy – Cleveland Electric Illuminating <input checked="" type="checkbox"/>
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FirstEnergy – Ohio
Edison



FirstEnergy – Toledo
Edison



Class of customer selection:

Commercial



Industrial



Mercantile



Residential



A-11. Start Date.

Indicate the approximate start date the applicant began/will begin offering services.

Date: 06/01/2020

A-12. Principal officers, directors and partners.

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

A-13. Company history.

Provide an attachment with a concise description of the applicant's company history and principal business interests.

A-14. Secretary of State.

Provide evidence that the applicant is currently registered with the Ohio Secretary of State.

B. Managerial Capability

Provide a response or attachment for each of the sections below.

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.

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.

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.

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? If yes, attach a document detailing the information.

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☐

No

☒**B-6. Environmental disclosure.**

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

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.

C. Financial Capability

Provide a response or attachment for each of the sections below.

C-1. Financial reporting.

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or attach a copy of 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.

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.

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.

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".

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.

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? If yes, attach a document detailing the information.

Applicant

Parent company of the applicant

Affiliate company that guarantees the financial obligations of the applicant

Any owner or officer of the applicant

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☐

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.

C-9. Financial arrangements.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/natural gas business activities (e.g., parental guarantees, letters of credit, contractual arrangements, etc., as described below).

Renewal applicants may provide a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements. The statement or letter must be on the utility's letterhead and dated within a 30-day period of the date the applicant files its renewal application.

First-time applicants or applicants whose certificate has expired must meet the requirements of C-9 in one of the following ways:

1. The applicant itself states that it is investment grade rated by Moody's Investors Service, Standard & Poor's Financial Services, or Fitch Ratings and provides evidence of rating from the rating agencies. If you provided a credit rating in C-4, reference the credit rating in the statement.

2. The applicant's parent company is investment grade rated (by Moody's, Standard & Poor's, or Fitch) and guarantees the financial obligations of the applicant to the LDU(s). Provide a copy of the most recent credit opinion from Moody's, Standard & Poor's or Fitch.
3. The applicant's parent company is not investment grade rated by Moody's, Standard & Poor's or Fitch but has substantial financial wherewithal in the opinion of the Staff reviewer to guarantee the financial obligations of the applicant to the LDU(s). The parent company's financials and a copy of the parental guarantee must be included in the application if the applicant is relying on this option.
4. The applicant can provide evidence of posting a letter of credit with the LDU(s) listed as the beneficiary, in an amount sufficient to satisfy the collateral requirements of the LDU(s).

D. Technical Capability

Provide an attachment for each of the sections below.

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.

Power Marketers/Generators: 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.

D-2. Operations expertise and key technical personnel.

Provide evidence of the applicant's experience and technical expertise in performing the operations described in this application. Include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant's business. If vendors or third parties are or will be utilized for any activities listed in this application, provide the name, contact information for each, and list which activities they will perform. Also, indicate which activities will be performed directly by the company. Please note that this information is required to be updated within 30 days of any changes.

D-3. FERC power marketer authorization.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Provide the FERC docket granting the applicant power marketer authority.

As authorized representative for the above company/organization, I certify that all the information contained in this application is true, accurate and complete. I also understand that failure to report completely and accurately may result in penalties or other legal actions.

James Dunn

Signature

4/15/2022

Date

Senior Counsel

Title

Competitive Retail Electric Service Affidavit

County of Hancock :

State of Ohio :

James D. Dunn _____, 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.

James A. Brown, Senior Counsel
Signature of Affiant & Title



BRANDY N. REA
NOTARY PUBLIC
STATE OF OHIO
Comm Expires 8/23/2023

Sworn and subscribed before me this 15th day of April, 2022
Month Year

Brandy N. Rea
Signature of official administering oath

Brandy N. Rea
Print Name and Title

My commission expires on 8/23/2023



EXHIBIT A-12

PRINCIPAL OFFICERS, DIRECTORS & PARTNERS

OE Retail Services LLC is a member-managed limited liability company and managed by One Energy Enterprises Inc., the sole member. OE Retail Services LLC has no direct officers or directors. One Energy Enterprises Inc. is a corporation. It is managed by Jereme Kent. Jereme Kent's title is Chief Executive Officer and General Manager of One Energy Enterprises Inc. and his address is 12385 Township Road 215, Findlay, OH 45840.

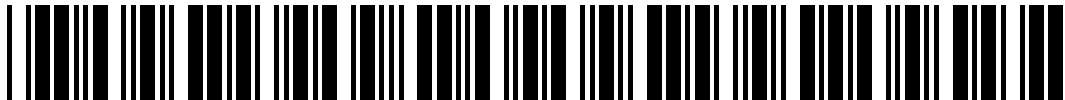


EXHIBIT A-13 COMPANY HISTORY

OE Retail Services LLC was formed as a business entity on January 22, 2019, for the purpose of becoming a CRES in Ohio. It received its CRES certificate from the PUCO on May 20, 2020 and started to provide brokerage services as a CRES in December of 2021. It also received its CRNGS certificate from the PUCO on October 26, 2021. Its principal business interest is providing brokerage and aggregation services to its customers as a CRES and CRNGS going forward.



EXHIBIT A-14
SECRETARY OF STATE



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	CERT	COPY
01/23/2019	201902201424	DOMESTIC FOR PROFIT LLC - ARTICLES OF ORG (LCP)	99.00	0.00	0.00	0.00

Receipt

This is not a bill. Please do not remit payment.

ONE ENERGY
12385 TOWNSHIP RD 215
FINDLAY, OH 45840

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Frank LaRose
4283133

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

OE RETAIL SERVICES LLC

and, that said business records show the filing and recording of:

Document(s)

DOMESTIC FOR PROFIT LLC - ARTICLES OF ORG

Effective Date: 01/22/2019

Document No(s):

201902201424



United States of America
State of Ohio
Office of the Secretary of State

Witness my hand and the seal of the
Secretary of State at Columbus, Ohio this
23rd day of January, A.D. 2019.

Ohio Secretary of State



EXHIBIT B-1

JURISDICTIONS OF OPERATION

The applicant, as of the date of filing the application, is a certified Competitive Retail Electric Service Provider (CRES) as of May 20, 2020 and is a certified Competitive Retail Natural Gas Service Provider (CRNGS) as of October 23, 2021 in the state of Ohio. As such, the applicant is certified to provide retail electric and gas aggregation and power broker services in the state of Ohio.



EXHIBIT B-2

EXPERIENCE AND PLANS

The applicant, OE Retail Services LLC, was formed as a business entity on January 22, 2019, for the purpose of becoming a CRES in Ohio. It received its CRES certificate from the PUCO to provide electric brokering and aggregation services on May 20, 2020 and it received its CRNGS certificate to do the same on October 23, 2021.

One Energy Enterprises Inc. is the sole member of OE Retail Services LLC. Jereme Kent is the CEO and General Manager of One Energy Enterprises Inc. and has considerable experience in the electric industry. One Energy Enterprises Inc., as of the date of the filing of this application, installs, owns, and operates behind-the-meter wind turbines that are self-certified as qualifying facilities (QFs) under PURPA. These facilities, which total 40.5 MWs of installed facilities, power manufacturing and industrial facilities in the State of Ohio. One Energy has been offering these services to manufacturing and industrial users in the State of Ohio since 2011. As such, Mr. Kent has considerable experience in the electric industry. Additionally, One Energy Enterprises Inc. has recently added an analytics team that has over 25 years of combined experience in the retail energy industry, including natural gas brokerage service experience.

James D. Dunn, Senior Counsel for One Energy Enterprises Inc., is responsible for handling customer inquiries and complaints for OE Retail Services LLC in accordance with the Commission's rules promulgated under R.C. 4928.10. Prior to joining One Energy Enterprises Inc., Mr. Dunn was an Associate Assistant Attorney General at the Ohio Attorney General's Office, General Counsel for an energy solutions company, and spent almost five (5) years at the Public Utilities Commission of Ohio on staff and the commission level.



EXHIBIT B-3

DISCLOSURE OF LIABILITIES AND INVESTIGATIONS

There are no existing, pending or past rulings, judgments, contingent liabilities, revocations of authority, regulatory investigations, or any other matters that could adversely impact the applicant's financial or operational status or its ability to provide the services it is seeking to provide.



EXHIBIT C-1 FINANCIAL REPORTING

Neither the applicant nor its parent company are required to file periodic reports with the SEC because neither company has any securities registered under section 12 or 15 of the Securities Exchange Act of 1934, as amended. Therefore, Exhibit C-1 does not apply.



EXHIBIT C-2
FINANCIAL STATEMENTS

CONFIDENTIAL



EXHIBIT C-3 FORECASTED FINANCIAL STATEMENTS

CONFIDENTIAL



EXHIBIT C-4 CREDIT RATING

Neither the applicant nor its parent has a credit rating. Therefore, Exhibit C-4 does not apply.

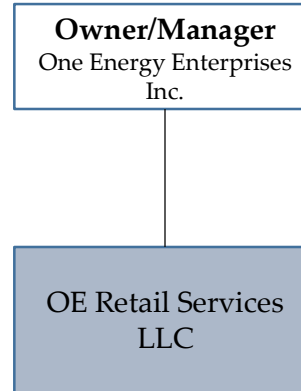


EXHIBIT C-5 CREDIT REPORT

CONFIDENTIAL

OE Retail Services LLC

Ownership Structure



*No affiliates or subsidiaries supply retail or wholesale electricity to customers in North America. OE Retail Services LLC does have affiliates that are qualifying facilities (QFs) under PURPA that supply single customers with electricity behind-the-meter.



EXHIBIT C-9 FINANCIAL ARRANGEMENTS

Applicant is not taking title to the electricity and is seeking to be certified as an aggregator and broker.
Therefore, Exhibit C-9 does not apply.



EXHIBIT D-1 OPERATIONS

OE Retail Services LLC's parent company and its affiliates (One Energy) have offered extensive electric services in Ohio for nearly a decade. One Energy added an analytics team in early 2021 that has over 25 years of combined experience in the retail energy industry, including electric generation brokerage experience. It utilizes this knowledge to provide Commission-regulated electric generation brokerage and aggregation services for the benefit of commercial, mercantile, and industrial customers throughout the State of Ohio.

EXHIBIT D-2

OPERATIONS EXPERTISE AND KEY TECHNICAL PERSONNEL

RICH BOHON

VP, Head of Analytics

Rich leads a team of professional analysts and problem solvers who are responsible for the strategies and solutions that help our customers become better consumers of energy.

The One Energy Analytics team was originally assembled early in Ohio's deregulation history and has used customers' data coupled with consistent educational practices, proven modeling strategies, and frequent customer interaction to drive savings to our customers' utility expenses. The vast knowledge and experience of the team members provide the perfect balance between data analytics and business methodology. Prior to joining One Energy, Rich held positions with Lykins Energy Advisors, and Ford Motor Company, and owned his own service company. Rich holds a Master of Science in Mechanical Engineering from The Ohio State University College of Engineering where he specialized in fluid dynamics.

Rich has brokered electric generation and helped customers develop electric infrastructure for large use facilities since 2013.

SCOTT ERICKSON

Director of Analytics

As the team's Director of Analytics, Scott uses business discovery and interpretation of data analytics to communicate meaningful patterns in data to customers. He combines scientific technology with regulatory best practices so that optimal energy solutions are achieved. Prior to joining One Energy, Scott was the Strategic Solutions Manager for Lykins Energy Advisors, where he played a key role in establishing and managing the professional energy consulting and services firm. Scott holds a Bachelor of Arts in Economics & Business from the University of Cincinnati.

Scott has brokered electric generation in the state of Ohio since 2013.

JEFF WEDGEWORTH

Technical Manager

Jeff leads the One Energy Analytics team's data and modeling efforts, as well as a broad array of energy consulting projects.

Key to the project-oriented work Jeff provides for customers is a focus on customer service and transparency. He works as an analyst, problem solver, and educator who identifies primary energy issues for customers and creates elegant solutions in a timely fashion. He has consulted for organizations in the commercial, industrial, and public sectors, providing strategies that manage customer risk and support their bottom line. Jeff's expertise in renewable energy and storage technologies and his analytical approach to their feasibility and development are greatly valuable.



Jeff first worked as an analyst with AEP Energy, modeling customer churn and renewable energy project feasibility. Before One Energy, Jeff led the analytics team at Lykins Energy Advisors. Jeff holds a Master of Environmental Science from Miami University Oxford and earned undergraduate degrees in Physics and Philosophy at Oberlin College.

Jeff has brokered electric generation in the state of Ohio since 2014.

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

4/15/2022 12:29:17 PM

in

Case No(s). 20-0654-EL-AGG

Summary: Application for CRES Recertification electronically filed by Mr. James
Dunn on behalf of OE Retail Services LLC