
LAURENCE ROSENBERG

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SUMMARY

I am an analytical leader with 15 years of success in the competitive energy and utility business arenas, spanning most of the geographic market regions within the United States and Canada. I will be earning one of the first degrees in the field of sustainability science, and am seeking to leverage this into assisting companies to achieve sustainability goals in a profit-maximizing manner. I strongly believe that companies who are able to successfully identify and act on the opportunities presented by changing regulations and market structures will enjoy a significant first-mover competitive advantage. In addition to my training, I offer a track record of success in planning, finance, marketing, and general management within the energy sector. I consistently demonstrate strong interpersonal, problem solving, negotiation, and presentation skills.

CAREER ACCOMPLISHMENTS

Desert Biofuels Initiative, Phoenix, Arizona January 2009 — Present

Senior Research Associate

Researching the political, regulatory, and economic barriers to implement algae technology as a renewable energy and greenhouse gas mitigation strategy. Deliverables include an assessment of the governmental subsidies available, scenario analyses of both transportation and electric generation applications, and a strategic plan for commercializing such project.

Arizona Public Service, Phoenix, Arizona, 2002—2007

Fuels Manager—Forecasting (September 2006—November 2007)

Led a team of analysts in the forecasting of fuel expenses, the explanation of budget variances, and the preparation of regulatory filings to recover over \$1 billion annual fuel expenses through electric rates. Developed analyses and crafted testimony language for rate case proceedings in front of state and federal regulatory bodies.

Market Risk Manager—Energy Risk Management (2003—2006)

Managed risk reporting as a fundamental component of the public ratemaking process. Expanded risk management focus beyond proprietary trading to include regulated utility business. Provided monthly briefings to Senior Management

Managed team of professionals who produced daily P&L statements and portfolio risk metrics. Provided expertise to financial reporting, asset development, and back-office teams regarding market risk-related issues. Coordinated and oversaw Sarbanes-Oxley and internal risk policy compliance. Directed the acquisition and implementation of new financial software package.

CAREER SUMMARY—CONTINUED

Manager—Structuring Desk (2002—2003)

Traded natural gas and electricity as part of portfolio optimization function. Provided transaction pricing and valuation. Actively participated in sales calls, assisting in the closing of transactions with a cumulative value of \$10M.

Mirant Americas Inc., Atlanta, Georgia, 1996—2002

Project Director—Northeast Business Development (2001—2002)

Negotiated and led an acquisition team for a \$160M power plant purchase, with net positive cash flow for the first five years and a 13% Return on Equity. Led the evaluation and negotiation of new power plant development, purchase agreements, and joint venture opportunities in the US and Canada.

Manager—West Structuring Desk (1999—2001)

Directed analysis for all major transactions and business acquisitions in the western US and Canada. Established principles for accurately identifying, analyzing, and pricing transactions and financial structures.

Senior Analyst/Analyst (1996—1999)

Lead pricing and valuation analyst for an innovative five-year \$30M contract to manage market risk for the largest cooperative utility in Texas.

Enron Corporation, Houston, Texas, 1992—1995

Regulatory and Financial Analyst

Led multi-company delegations and presented testimony to state regulatory bodies advocating clean fuels programs and utility prudence criteria that encourage the managing price volatility. As media committee chair of national trade association, I authored press releases and white papers promoting clean fuels.

ACADEMIC ACHIEVEMENTS

- ♦ **Fourth Place** (out of 138 teams), 2008 Innovation Summit international business case competition. Addressed sustainable supply chain management and created preliminary business plan for a for-profit company to address food security and climate change in Sub Saharan Africa.
- ♦ **Awarded** Sustainable Energy Fellowship, 2007 to study the global need for energy reduction designs supplemented by renewable energy technologies.

ACADEMIC CREDENTIALS

Arizona State University, Master of Science, Sustainability, Expected 2009

Rice University, Master of Business Administration, Finance, 1997

Syracuse University, Bachelor of Arts, Public Policy Studies, 1992