

APPENDIX

B. Resume of Brigid Rowan



Brigid Rowan

The Goodman Group, Ltd.

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Professional Profile

Brigid Rowan is an energy economist with 20 years of experience in the areas of energy and regulatory economics, energy efficiency and renewables. Ms. Rowan has a particular expertise in interjurisdictional energy trade in North America, analysis of the economic development and environmental impacts of various energy supply options, as well as energy efficiency for lower-income consumers. She also has extensive experience in marketing and communications in the energy field. Ms. Rowan has been a consultant for public interest and private clients on energy economics and regulation in Quebec, Ontario, Manitoba, California, Nevada, North Dakota and New England. Brigid has worked with public interest, environmental and indigenous groups, start-ups, large corporations and governments in consulting, senior management and public affairs positions throughout Canada and the US, and internationally. She co-authored an influential and widely publicized study on the employment impacts of the Keystone XL pipeline ("Pipe Dreams? Jobs Gained, Jobs Lost by the Construction of Keystone XL").

Energy Economics and Energy Industry Marketing/Communications Experience

The Goodman Group, Ltd, Berkeley, CA

Senior Energy Economist, 2006 – present

- Provide energy consulting services including studies, policy assessments, research, expert evidence, intervenor and litigation support related to utility and regulatory economics, energy efficiency and renewables
- Completed projects include:
 - co-authored a "Report evaluating the adequacy of the Keystone XL (KXL) Draft Supplemental Environmental Impact Statement (DSEIS) Market Analysis" with Ian Goodman, and filed as an attachment to the Comments

- on KXL DSEIS jointly submitted by the Sierra Club, NRDC, and 14 other environmental and public interest organizations to the US State Department in April 2013
- co-authored a study of the Keystone XL pipeline employment impacts ("Pipe Dreams? Jobs Gained, Jobs Lost by the Construction of Keystone XL") with Ian Goodman and the Cornell Global Labor Institute
- co-authored a study for Sierra Club National estimating the employment impacts of Air-Pollution Controls at North Dakota Coal Plants
- collaborated in the preparation of expert testimony on behalf of Greenlining Institute regarding the economic impacts of proposed capital expenditures with respect to Pacific Gas and Electric's 2011 General Rate Case
- co-authored an analysis for Greenlining Institute of the economics of Supplier Diversity with respect to Pacific Gas and Electric's 2011 General Rate Case
- collaborated in an analysis of the economic development impact of Massachusetts electricity and gas energy efficiency programs
- co-authored several national and regional analyses for SunPower Corporation (an international solar electric manufacturer based in California) focussing on the economic development and environmental benefits of solar manufacturing and reduction of coal use
- co-authored a study for National Grid USA (a Northeast US electric and gas utility) on the economic and environmental benefits of investment in energy efficiency programs
- co-authored expert evidence for Canadian litigation concerning a hydroelectric power plant outage.

Econalysis Consulting Services, Montreal

Senior Energy Consultant, 2004 - present

- Offer strategic advice and analytical expertise to public interest intervenors in energy regulatory proceedings through the preparation of interrogatories, expert evidence, cross-examination, and final argument
- Prepared evidence and testified on behalf of Option consommateurs in Gaz Métro's 2013 rate case with respect the Supply Plan, a Gas Procurement Incentive Mechanism, operating costs and other rate issues
- Prepared evidence and testified on behalf of Option consommateurs in Gaz Métro's 2012 rate case with respect to the profitable development of the residential market, cost allocation and rate strategy
- Prepared evidence and testified on a range of regulatory issues (notably energy efficiency programs for lower-income consumers) on behalf of Option consommateurs in 2004-2007 regulatory hearings relating to Hydro-Québec and Gaz Métro
- Actively participate in working groups, negotiations and consultations related to energy stakeholder issues in Quebec.

Just Brigid Energy & Communication, Montreal

Principal, Energy and Communications Consultant, 2001 – 2007

- Provide comprehensive English communications and website production services with a specialization in energy and the environment
- Clients include: Quebec Ministry of the Environment, Équiterre, Quebec Centre for Action on Climate Change, Madinina Software
- Managed the redesign, production and relaunch of a new website for Équiterre, Québec's largest environmental group (www.equiterre.org) and advised on the web strategy for the Quebec Centre for Action on Climate Change.

Econalysis Consulting Services, Toronto

Energy Consultant, 1998-1999

- Assisted in the preparation of expert testimony in English and French and conducted research for public interest intervenors in Quebec, Ontario and Manitoba energy regulatory proceedings.

IBM Canada, Toronto

Client Manager, Utility & Energy Services Industry, 1998

- Managed IBM client relationships at Canada's largest energy utilities via the direct marketing channel.

Direct Marketing Specialist, Industry Solutions Unit, 1996-97

- Managed diverse teams (database specialists, graphic designers, copywriters, translators, ad agencies, direct mail houses) to implement Quebec-based B2B direct marketing campaigns for the energy and telecommunications industry, including pioneering web campaigns
- Successfully implemented five campaigns, three of which generated response rates of 10-35% and respective revenues of over \$2.5 million.

The Goodman Group, Ltd., Boston

Energy Analyst, 1995-96

- Collaborated in the preparation of expert testimony regarding Hydro-Québec's cycle of electricity surpluses and sales promotion in domestic and export markets on behalf of Commission Staff for a Quebec Government Commission on Hydro-Québec's purchasing policies with respect to independent power producers
- Assisted with the research and writing of various expert reports on energy economics for environmental and indigenous groups.

Stephen Graham Associates, Ottawa

Energy Consultant, 1992-93

- Prepared a series of documents for policymakers on the economic, political and technical feasibility of various alternative energy options in developing countries.

Marketing, Communications and Management Consulting Experience (Non-Energy)

Sites.com, New York and Toronto

Chief Marketing Officer (CMO) and acting CEO, 1999-2001

- Oversaw operations for this Canadian search engine/publishing start-up including web content development, book production (circulation 15,000 copies), sales and marketing, human resources, finances, facilities, telecommunications, information technology
- Developed marketing strategy including branding, advertising, marketing channels and media relations; managed the development of offline and online marketing communications
- Participated in all aspects of strategy and business plan development.

International Children's Institute, Toronto

Director of Communications, 1994-95

- Created and presented several successful proposals to obtain government and foundation funds in excess of \$500,000 for this Canadian NGO, which assists traumatized refugee children
- Managed the production of communications materials for Institute pilot projects in Toronto and Croatia.

Groupe SECOR, Ottawa

Management Consultant, 1993-94

Selected Projects:

Republic of BENIN

- Co-produced a study in French on public sector reform in Benin as a member of a team assisting the President of Benin in strengthening government systems to support the political transition to democracy

Marketing Communications for the World Bank

- Developed a marketing package for Groupe SECOR to familiarize World Bank officials with the firm's capabilities and experience.

IBM Canada, Vancouver, Ottawa, Toronto

Marketing Representative, 1989

- Promoted IBM PCs at trade shows across Western Canada.

Public Affairs Specialist, 1988

- Produced an IBM position paper encouraging high tech initiative in Canada
- Prepared political briefing material for company executives.

IBM Europe, Brussels, BELGIUM

Public Affairs Specialist, 1988

- Wrote an article on the effects of the US Trade Bill on American subsidiaries in Europe for *Commerce in Belgium*, a business journal
- Prepared a report on broadcast advertising in a united Europe and the effects of EU advertising directives on IBM's business
- Researched the potential effects of the Montreal Protocol on IBM Europe and recommended that IBM Europe not align itself with companies opposing the Protocol.

Education

Master of Arts, International Affairs, International Political Economy (Environmental Specialization),

Norman Paterson School of International Affairs,
Carleton University, Ottawa, Ontario, 1996.

Thesis examines how the Cree of Northern Quebec (a Canadian First Nations group) used economic arguments and energy regulation to successfully oppose Hydro-Québec's construction of the Great Whale dam.

Bachelor of Arts, Honours Economics, Computer Science Minor

(Cooperative Education Program),
University of Waterloo, Waterloo, Ontario, 1990.

Other: Financial Literacy Program for Directors and Executives,
Rotman School of Management, University of Toronto, 2007.

Languages: English, French, Spanish, Italian.

Achievements and Awards

Greenpeace Canada (2006 – present): Board member; Treasurer and Chair of the Finance Committee

Quebec Centre for Action on Climate Change (2004): provided pro-bono web strategy advice and website production oversight

Équiterre (2003-2004): managed the redesign, production and relaunch of a new website for Équiterre, Québec's largest environmental group (www.equiterre.org)

Humber School for Writers (2002): scholarship for a fiction-writing workshop

Sites.com (2000): edited and published *best of the best sites.com*, a 210-page guide to the Internet's top sites

IBM Canada Team Success Award (1997 and 1998) and **IBM Canada Public Affairs Award** (1988): presented for an outstanding contribution to the Public Affairs Department

Canadian Club at Harvard University (1996): participated in a round table discussion on energy exports with former Quebec Premier, Robert Bourassa

Ottawa Co-Director, Pollution Probe (1993): co-directed the 1993 Ottawa fund-raising drive for this Ontario-based ENGO

Ontario Public Interest Research Group (1992): co-organized a panel discussion at the Canadian Parliament Buildings on hydro projects in the Canadian North for Indigenous and federal politicians and members of the public

Carleton University Grant for Graduate Studies (1991-93): grant requirements included conducting tutorials for undergraduate Economics courses

University of Waterloo Nordic Ski Team (1988-90): competed at the provincial level

Competitive Cycling (1986-89): competed at the national and provincial levels.

