

# **ATTACHMENT B**

Technical expertise required for Alfa Energy LLC pursuant to Section 454.70 will be provided by Elvin Ahmovic, Ian White (outside consultant), and Kenan Kreso.

Mr. Elvin Ahmovic. Technical experience of Alfa Energy LLC will be provided by Elvin Ahmovic. Mr. Ahmovic earned a Diploma in Marketing and an Advance Certificate in Marketing from Thames Valley University, London (U.K.). Mr. Ahmovic has a 15 year career in the energy industry with vast experience ranging from direct sales to successfully building a business from scratch to annual turnover of £35 million and 45 members of staff and international offices. Mr. Ahmovic currently serves as the Operations Director of Alfa Energy Ltd. (U.K.), and oversees the operational and technical activities of the company on a daily basis. (Please see the Alfa Energy Ltd. website for more information regarding that company: <http://www.alfaenergy.co.uk>)

Resume for Elvin Ahmovic is included on the following page.

Mr. Ian White. Technical experience of Alfa Energy LLC will also be provided through outside consultant by Mr. Ian White. Since 2003, Mr. White has been employed by energy supplier Total Gas & Power (“TGP”, TGP is a wholly owned subsidiary of Total, the 5<sup>th</sup> largest integrated oil and gas supplier in the world). At TGP, Mr. White managed the sales and sales support function (23 full-time employees) selling gas and electricity contracts to the commercial market place in the U.K. Annual target of £23.5million. Key responsibilities included R&D of new gas and electricity products and services, flexible purchasing options and ‘basket’ arrangements for gas customers, escalation point for all major complaints, member of the IT steering committee overseeing projects such as Project Nexus (industry wide data consolidation exercise), implementation of new gas and electricity pricing and billing systems and roll out of AMR products and services.

Mr. Kenan Kreso. Please see narrative and resume for Mr. Kenan Kreso included in Attachment A.

## ELVIN AHMOVIC

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**Direct Sales \* Key Account Management \* New Business Development \* New Product Development \* Networking and Relationship Building \* Contract Negotiations**

### PROFILE

Dynamic 15 year career in the energy industry with vast experience ranging from direct sales to successfully building a business from scratch to annual turnover of £35 million and 45 members of staff and international offices.

### PROFESSIONAL EXPERIENCE

**2009 – Present Alfa Energy Ltd.**

**Operations Director**

My duty is to make sure all of our employees are taken care of, they feel empowered and to create safe and pleasant work environment for them to work in.

Areas of responsibility are:

- HR
- IT liaison
- Office related issues
- Policies
- Insurance
- Health/Safety

**2005 – 2009 Alfa Energy Ltd.**

**Sales Manager**

**Key Achievements**

- Increased annual sales from £500,000 to over £3 million.
- Increased sales team from team of 5 to team of 23
- Created sales success academy by providing knowledge, information, motivation and self belief.
- Transformed an under-producing sales team, while building morale and motivation.
- Successfully launched overseas office which has grown to a £1 million annual turnover and team of 20
- Successfully developed a Third Party Intermediary sales channel. In a space of 12 months that channel is producing £250,000 worth of sales for Alfa Energy

Areas of responsibility included:

- Training/Coaching
- Selling/motivating
- Monitoring/control
- Presentations
- Staff meetings
- 3<sup>rd</sup> party quotations

**1995 – 2005 Alfa Energy Ltd.**

**Key Account Manager**

Key Achievements

- Surpassed personal quote and achieved sales objectives every single year
- Won 100s of national tenders with B2B customers, annually valued up to £175,000 worth of revenue to the company.
- Championed creative marketing initiatives
- Successfully developed and introduced new products and services to Alfa Energy clients

### **EDUCATION**

2001 Diploma in Marketing, Thames Valley University, London

2000 Advance Certificate in Marketing, Thames Valley University, London

1999 Certificate in Marketing, Thames Valley University, London

### **HOBBIES AND INTEREST**

Reading, investing, swimming, tennis, travel.

### **PERSONAL MISSION STATEMENT**

My personal mission statement is to become the best person I can be and create value to stakeholders along the way. I believe that success is a journey, not a destination.