

ATTACHMENT C

In compliance with Sections 454.60 and Section 454.70 listed below are employees that are deemed to have managerial and Technical capabilities for the Applicant:

David Booty, Jr. – President

- 2005-2009 – Vice President – Texas Retail Operations – Direct Energy
 - Mr. Booty oversaw \$60M in outsourcing contracts for services, including customer care, enrolling, billing, remittance, collections, transaction management, change management, and other outsourced business processes.
 - Directed a team of 70 people in Retail operations, including vendor management, customer care, enrollment, billing, collections, customer experience, and change management process specialists supporting over 1 million customers.
- 2003-2005 – Director – Operations and Systems – Direct Energy Business Services
 - Established and directed the operational business processes to support rapid growth of the commercial energy business from 0 to over 5000 customers and revenue of \$200M in 2.5 years while maintaining a very low operations cost structure.
 - Built and directed a team of 10 people in Retail operations to support over 5000 customers providing services including customer care, enrollment, billing, remittance, collections, and transaction management.
 - Implemented and managed the operations business processes, including customer care, enrollment, billing, remittance, collections, and transaction management necessary to support a \$200M+ business.
 - Directed the development and deployment of the Customer Management, Billing and Transaction Management systems which provided seamless integration of the customer enrollment and renewal processes with billing and customer care.
- 2001-2003 – Texas Commercial Energy, LLC – Founder/Chief Operating Officer
 - Facilitated revenue growth from \$0 to \$70M in the first year, doubling the original business plan while recognizing a \$6M net profit.
 - Directed over 30 people in Retail operations, including customer care, enrollment, billing, remittance, collections, human resources, facilities, information technology, and accounting.
 - Developed and implemented initial business processes for customer care, enrollment, billing, remittance, collections, transaction management, and accounting.
 - Established and implemented initial technology direction for the organization.

Kerry O'Connell – Managing Director

- 25+ years experience in both Sales and Distribution/Logistics.
- Fields of expertise: education, retail sales and distribution, medical products sales and distribution/logistics, 'Big Five' audit and Tax consulting business development, and sales and consulting roles in deregulated as well as regulated energy markets.
- Leadership Roles: Region Sales Management, Region Operations Management, Sales and Distribution / Logistics Director, Business Development Director, Vice President of Sales, and Managing Director.
- Mr. O'Connell has worked with such companies as H.E.B. Grocery Company, Baxter Healthcare, Coopers and Lybrand, PricewaterhouseCoopers, and Reliant Energy.
- Education:
 - Graduated from Norwich University, where his studies included a Congressional Internship through George Washington University with U.S. Representative Henry B. Gonzalez (Chairman of the House Banking and Finance Committee)
 - International Studies at the University of London School of Economics and Political Science, The University of Free Berlin, and the Moscow State University of the U.S.S.R.
 - Graduate studies include a Master of Science curriculum in Energy Management and Natural Resources at the University of Texas at San Antonio

ATTACHMENT C-1

See attached Organization Chart

