

**Response of MXenergy Electric Inc.  
Managerial Qualifications under Subpart D (451.340(a))**

**Biographies of management team members:**

**Chaitu Parikh**

Mr. Parikh is the Executive Vice President and Chief Financial Officer of MXenergy since July 2004. Mr. Parikh previously served as the Vice President of Finance of MXenergy from December 2002 to July 2004. Mr. Parikh possesses sufficient managerial capabilities to serve retail customers identified under the above Subpart because of his fifteen (15) years experience with enterprise financial and administration responsibilities, including profit and loss responsibilities, by virtue of my experience with several different deregulated retail energy businesses. From 1996 to 2001, he was the Chief Financial Officer for Alliance Energy Services, a business that managed retail energy businesses in Canada and the US. From 2002 to present, I have been in various financial and operational capacities with MXenergy Inc. Currently, I am responsible for finance and accounting, customer operations, credit and collections, risk management and the overall IT infrastructure.

**Ronnie Shields**

Mr. Shields currently serves as the Vice President & Controller of MXenergy. He has served as Controller of the Company since August 2006. Mr. Shields also serves as the Company's Principal Accounting Officer. He possesses sufficient managerial capabilities to serve retail customers identified under the above Subpart because of his over fourteen (14) years experience with enterprise financial and administration responsibilities, including profit and loss responsibilities, by virtue of my roles as VP & Controller at MXenergy; Controller at Shell Energy Services; Assistant Controller at The New Power Company; Treasurer of Henley Healthcare, Inc. and VP of Finance for Wilson Financial Group. In all of these roles I had full profit and loss responsibilities. Further, from 1988 through 1996, I worked in the audit practice of Arthur Andersen LLP, through the Manager level, where my role included auditing and reviewing financial statements of public and private companies.

**Keith Schwartz**

Mr. Schwartz serves as the Senior Director of Finance for the Company. I have had thirteen years experience with enterprise financial and administration responsibilities, including profit and loss responsibilities, by virtue of two years of public accounting experience with PwC, a Big Four firm (CPA licensed), four years of corporate accounting and financial planning & analysis responsibilities with Unilever and General Electric Capital Corp. and seven years of corporate financial management (Treasury/FP&A/M&A) experience with MXenergy Holdings Inc. In addition, I have an MBA from New York University's Stern School of Business.

**Byron Farnsworth**

Mr. Farnsworth has been Sr. Director Electricity Operations of the Company since October 2009. Mr. Farnsworth served as Director, Electricity Supply for the Company from March 2008 to September 2009. He possesses sufficient technical capabilities to serve retail customers based upon the below outlined experiences:

**Buying and Selling Power**

Byron have had 14 years experience buying and selling power in wholesale markets by virtue of my time at Rochester Gas & Electric Corp(1996-1998), Energetix Inc/NYSEG Solutions Inc (1998-2008) and MXenergy Electric Inc (2008-current). Byron have been responsible for wholesale purchasing and sales using generators or the market to fill positions. While at RG&E he was responsible for optimizing company owned generation thru bi-lateral sales. While at Energetix/NYSEG Solutions he was responsible for the Wholesale supply activities that were required to support an unregulated retail portfolio. MXenergy responsibilities have been similar in nature to Energetix/NYSEG Solutions

### **System Operations**

I have had 10 years of electric system operational experience by virtue of my years at Rochester Gas & Electric Corp (1988-1998) holding various positions as a lineman, engineer and Power Control/energy scheduler. During my time as a lineman our duties were to maintain the existing electric transmission and distribution system, I later moved into engineering with a primary responsibility for the design and oversight of 13KV projects and below. In RG&E's Power Control area I was training to become an operator of the distribution system (switching orders, dispatching crews during outages and storms) before shifting duties within the same group to Energy Scheduler.

### **Diane Mason**

Ms. Mason is the Power and Analytics manager and she possesses six (6) years scheduling experience working for an entity that is a member of PJM by virtue of working for MXenergy Inc. preparing load forecasts and load bids for PJM since February 2010. Additionally, she was employed at GPU (now First Energy) from 1996 – 1999 where she calculated GPU's capacity obligations under PJM's reliability requirement rules. I submitted our capacity resources to PJM and reconciled any discrepancies between GPU's records versus PJM's records. Under the state capacity planning rules, pre-deregulation, she ran long term (20 years) forecasts that compared expected demand to expected generating supply to determine if new generation needed to be built. From 1999-2002 she did MTM and credit exposure calculations to determine from which counterparties GPU's traders could purchase electric energy or gas supplies and at what total cost levels. I also reviewed GPU's credit exposure with PJM. From 2002-2003 she did basis analysis for the gas purchases and FAS 133 reporting to Accounting. Ms. Mason also has experience under NYISO since January 2005 and ISO-NE since August 2006. Ms. Mason has been involved in the buying and selling power in the wholesale markets.

### **Robert Blake**

Mr. Blake is currently serving as the Vice President of Regulatory Affairs of MXenergy. Prior to this role Mr. Blake was the VP of Electric Operations and Regulatory. He possesses sufficient managerial capabilities to serve retail customers identified under the above Subpart because of his over six (6) years in the buying and selling in wholesale markets with MXenergy and is over eighteen (18) years of experience with electric systems operations during his tenure at United Illuminating as the Director of Commercial & Industrial energy Services. He has been involved with numerous national and regional electricity and energy committees and has held leadership positions with several regional energy groups, including chairing an NEPOOL task force. Mr. Blake has a B.S. in Mechanical Engineering from Worcester Polytechnic Institute and a M.B.A. degree from the University of New Haven.