

ATTACHMENT B: MANAGERIAL LICENSING QUALIFICATIONS

Corporate Organizational Chart:

ALPHABUYER, INC.



Michael Espenshade, CFO-----Kevin Johnson, CEO -----John Raisch, CMO

Employees:

Alphabuyer consists of 7 other individuals and solicits services from other resources on an as needed, on-demand basis (e.g. general counsel, marketing and research interns).

Narratives: (resumes attached)

Kevin Johnson:

Kevin Johnson has spent nearly 16 years conducting sales and use tax and utility audits for manufacturing, research and development facilities, including GlaxoSmithKline Pfizer, Johnson & Johnson and 31 other biotechnology or pharmaceutical companies in New Jersey and Pennsylvania. The last utility audit that Mr. Johnson conducted as CEO of Tax Matrix includes the 600,000 square foot Greenfield, IN plant immediately prior to founding Alphabuyer.

Kevin will draw upon his wealth of auditing experience to lead Alphabuyer's Energy Audit. Once a member inputs his/her zip code, the Energy Audit will tell the consumer if there are any better energy offers available to them. If there are better energy offers available, the audit will show the consumer the lower price and the potential savings resulting from enrolling in the offer.

John Raisch:

At GSI Commerce as Platform Director John was involved in many regulatory and compliance issues specifically related to financial accounting and reconciliation practices covered under the Sarbanes-Oxley Act of 2002. As an expert in e-commerce web design John's expertise also includes disabilities guidelines as specified in Section 508 Amendment to the Rehabilitation Act,

as well as web specific guides developed by the World Wide Web Consortium (WC3) such as the Web Accessibility Initiative (WAI) and Web Content Accessibility Guidelines (WCAG). In addition, John was instrumental in designing and successfully implementing the user experiences at GNC, Ralph Lauren, and Dick's Sporting Goods and will oversee Alphabuyer's user experience as well.

Michael Espenshade:

Michael Espenshade brings over eighteen years of executive experience to Alphabuyer, specifically in the arenas of finance, business operations and regulatory interaction. Over the course of his career, Mr. Espenshade has worked at Coca-Cola, financial institutions such as PNC Bank and Bank Hapoalim, and other niche businesses that utilized both online and offline commercial models. Most recently, Mr. Espenshade has worked as an executive for a firm that offers sales, use and property tax services to a broad range of companies across multiple industries and jurisdictions. This has involved extensive interaction with the Pennsylvania Department of Revenue and associated state regulatory agencies. Mike will be able to leverage this broad-based experience in implementing corporate controls as Alphabuyer grows.

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SEP 28 2010

KEVIN JOHNSON

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

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Berwyn, PA 19312

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kjohnson@alphabuyer.com

SENIOR MANAGEMENT EXECUTIVE
Cross-Functional Experience & Cross-Industry Experience

Highly qualified Start Up Executive Manager offering more than 16 years of entrepreneurial management, tax and procurement experience in the retail, tax and spend management industries. Results-focused and effectual leader with proven ability to grow small businesses. Talent for proactively identifying and resolving problems -- increasing sales trends, controlling costs, automating accounting and procurement systems, maximizing productivity and delivering multi-million dollar profit increases. Strengths include:

- Vision Creation
- P&L Management
- Accounting System Development
- Auction & Procurement Systems
- Profitability Improvement
- Productivity Enhancement
- Cost Control Systems
- Team Leadership & Collaboration

Alphabuyer LLC
1410 Russell Road, Paoli PA 19301
Chief Executive Officer
May 2010– Present

- Alphabuyer is a Philadelphia-based early stage startup focused on securing energy savings on behalf of consumers.
- Assembled top management team in technology, branding, marketing and energy procurement.
- Raised 2 million A series round of venture capital
- Responsible for the direction and leadership needed for the achievement of the organization's philosophy, mission and strategy.

Dryden Procurement Technologies, LLC
Chief Executive Officer
January 2005– July 2010

- Dryden is a leading spend management company focused on securing maximum discounts for Fortune 500 companies. Clients include 1/4 of the Fortune 100.
- Responsible for planning strategic business objectives, representing the firm, building a team, allocating budgets and promoting a positive work culture.
- Grew revenue 700% during his tenure during 5 year period.

- Reestablished financial control, leading company from severe financial losses to strong sustained bottom-line profitability in just two years.

Tax Matrix Technologies, LLC
Founder, Chief Executive Officer
December 2005-March 2010

- Tax Matrix is a leading tax consulting and tax technology company offering leading Point of Sale transaction tax applications.
- Created vision and mission.
- Managed a staff of 25.
- Responsible for developing and monitoring strategies for ensuring the long-term financial viability of the organization.

Dryden Advisory Group, LLC
Founder, Chief Executive Officer
May 1997 – July 2003

- Dryden was a leading state and local tax practice comprised of tax specialists in the sales/use tax and property tax fields.
- Created vision and mission.
- Grew top line sales from 0 to 12.9 million in 6 years.
- Managed a staff of 83 personnel across six states.
- Sold business in 2003.

EDUCATION

Bachelor of Science in Business Administration
Boston College,
Chestnut Hill, MA
August 1991- May 1995
Major: Finance

Interests

- Family, golf and reading.

MICHAEL S. ESPENSHADE

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EXECUTIVE PROFILE

CHIEF OPERATING OFFICER • CHIEF FINANCIAL OFFICER

Highly accomplished operations / financial executive with outstanding track record of managing infrastructure and delivery systems associated with client service businesses. Adept at combining business acumen with operational expertise and technical savvy to profitably increase revenues. Results-oriented manager with proven ability to effectively pilot entrepreneurial, high-growth service-oriented businesses. Demonstrated talent at managing finances and establishing financial controls with full P&L responsibility. Extremely proficient at building and guiding high-performance teams through periods of extreme growth to achieve maximized revenues, profits, and ROI. Skilled communicator with ability to work effectively across all organization levels.

Selected Achievements

- Increased business unit revenue by 85% and profitability by 110%.
- Expanded partner volume by 75% year-over-year while reducing partner revenue-sharing by 60%.
- Ranked in top 10% of employees in 2004 Annual Organizational Assessment Process.
- Created over \$750k in internal savings by use of formal financial controls / metrics.
- Led analytical team that analyzed over \$400 M in client spend data, and realized an average of 23% savings to client base.
- Member of management team that secured nomination by Sovereign Bank for Fastest 100 Growing Companies in the Mid-Atlantic Region.
- Generated \$2M in outside capital to launch the Dryden companies.

Areas of Expertise

- | | | |
|----------------------------------|----------------------------------|---------------------------------|
| • Team Building / Leadership | • Operations Supervision | • New Product Development |
| • Financial Mgmt. / P&L | • Process Analysis / Engineering | • Human Resources |
| • Cost Reduction / Consolidation | • Strategic Alliances | • Negotiations / Communications |
| • Project Management | • Turnaround / Change Mgmt. | • Market Analysis / Planning |

PROFESSIONAL SUMMARY

ALPHABUYER, LLC

Philadelphia-based early stage startup focused on energy savings on behalf of consumers

*Philadelphia, PA
May 2010 to Present*

SVP Finance

- Operational / financial leader with P&L responsibility.
- Managing 2010-2011 planning and budgeting process.
- Ensuring that company accounting procedures conform to GAAP.
- Duties included strategic planning, financial modeling, cash management, and purchasing.

CAMBRIDGE MANAGEMENT GROUP

Pre-Settlement Legal Funding Firm

*Glen Rock, NJ
2008 - May 2010*

Chief Financial Officer & Chief Operating Officer

- Operational / financial leader with P&L responsibility.
- Improving productivity by developing and implementing "cradle to grave" process review for the firm.
- Direct reports included Controller, Customer Service Team & HR Manager.

EASTMAN MANAGEMENT / CONSTRUCTION

\$200M Commercial Real Estate Owner / Develop / Manager

*Livingston, NJ
2007*

Chief Financial Officer

- Operational / financial leader with P&L responsibility for 25 separate real estate partnerships and 2 operating companies.
- Direct reports include Controller, Property Accountants, Office Manager, HR Manager, and IT.

BOJINOX PARTNERS / SELECTLEADERS

\$7M recruiting firms serving the commercial real estate industry - a retained search firm and a web-based platform

New York, NY

Chief Operating Officer

2005 to 2008

- Operational / financial leader with P&L responsibility for two niche recruiting platforms.
- Increased SelectLeaders (online division) revenue by 85% year-over-year and net income by 110%.
- Expanded partner volume by 75% year-over-year while reducing partner revenue-sharing by 60%.

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MICHAEL S. ESPENSHADE • Page Two

- Organized high-performance customer service, product development and support team that increased service quality and profits for online division. Currently three products in development pipeline and 1 already released.
- Improved system availability to 99.9% by migrating systems from multiple legacy platforms to single platform.
- Established financial controls and implemented technical and operational initiatives to support high growth trajectory.
- Created and managed 2006 and 2007 annual planning and budgeting process.
- Supervised direct reports including CFO, VP Research, VP Sales, Office Manager, HR Manager, and IT.

CMS DIRECT, LLC

\$23M Network Database Firm serving the direct mail industry

*New York, NY
2003 to 2005*

Director of Finance and Operations

- Implemented / managed financial/operational controls during 24-month 410% topline-growth period.
- Screened three potential acquisition targets and performed valuation / due diligence.
- Achieved rank in top 10% of employees in 2004 Annual Organizational Assessment Process for implementing an aggressive, six-week, high-impact annual planning and budgeting process.
- Developed business plan for a new product that hit the market in 2005.
- Member of steering team that selected and implemented SAP Business One accounting platform.
- Directed all vendor relationships and negotiated customer contracts and pricing.
- Orchestrated HQ office move from space procurement through lease negotiations to physical move.

DRYDEN GROUP, LLC

Collaborative between three startups: a sales and use tax refund advisory company, a UPC-based retail taxation and a technology-based cost containment / compliance company

*database firm,
PA / NJ / NY
1998 to 2003*

Co-founder | Director of Finance and Operations

- Generated \$2M in outside capital to launch the Group, including the development and presentation of business plans, preparation and execution of offering memorandum, and formation of legal entities.
- Created over \$750K in internal savings by use of formal financial controls / metrics.
- Led team that analyzed over \$400M in client spend data, and realized an average of 23% savings to client base.
- Secured nomination by Sovereign Bank for Fastest 100 Growing Companies in the Mid-Atlantic Region.
- Contributed directly to senior management team that grew revenue by 250% and profitability by 300% over 4-year period.
- Provided operational, financial and HR leadership to staff of 85 across four locations.
- Remained on board of two of the Dryden companies and currently negotiating sale of one.
- Led team that designed structure of proprietary Oracle 8i database and RFP that was selected by the Streamlined Sales Tax Committee as a solution to the Internet taxation problem (5 patents currently pending).

COCA-COLA USA

\$23B consumer products enterprise

*Atlanta, GA
1998 to 1999*

National Account Executive - Customer Marketing group

- Managed national account in an effort to sustain and grow volume while driving brand presence.
- Created incremental case volume growth within the Winn-Dixie Supermarket Chain.

BANK HAPOLIM, B.M.

\$80B (in assets) global financial services company

*Philadelphia, PA
1996 to 1997*

Vice President | Credit Officer

- Analyzed and determined risks involved with syndicated credit market transactions and presented findings and recommendations to loan committee. Ranked in top bonus category.

ENC BANK, N.A.

\$100B (in assets) super-regional financial services company

*Philadelphia, PA
1993 to 1996*

Senior Credit Analyst - Corporate Banking Division

- Completed 12-week corporate banking / credit analysis program.
- Analyzed financial condition of corporate banking clients / prospects and structural risks of loans.
- Developed a formalized sales training program during company expansion phase.

EDUCATION & PROFESSIONAL DEVELOPMENT / AFFILIATIONS

Master of Business Administration • Getzeta Business School, Emory University, Atlanta, GA • May 1999
Awarded 75% Merit Scholarship

Bachelor of Science, Business Administration • Bucknell University, Lewisburg, PA • May 1992
Six Sigma • Green Belt Certification (in process)

Board Member: Tax Matrix Technologies, Dryden Procurement Technologies

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PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

**Work
Experience:**

*July 2010
to Present*

VICE PRESIDENT, MARKETING & CUSTOMER EXPERIENCE
Alphabuyer LLC, Paoli, PA (<http://www.alphabuyer.com>)

As Vice President, John is responsible for the end-to-end product offering including customer experience and marketing.

Alphabuyer is a Philadelphia-based early stage startup focused on creating a new demand-driven marketplace for buyers (consumers) and sellers (suppliers).

Alphabuyer's goal is to change the traditional supply & demand equation to benefit consumers in new, real ways. While traditional commerce requires consumers to conform to the product assortment, inventory levels and price of products set by suppliers and distributors, the Alphabuyer Marketplace will aggregate demand first, then use that demand to create greater value for consumers in the form of lower prices, better rates and higher discounts.

*Jan 2009
to July 2010*

DIRECTOR, PLATFORM STRATEGY, PRODUCT MANAGEMENT GROUP
GSI Commerce, Inc. King of Prussia, PA (<http://www.gsicommerce.com>)

Responsibilities

- Part of a team responsible for defining and delivering the next generation GSI Commerce technology platform
- Direct responsibility for strategy, roadmap and definition of capabilities spanning customer experience, business tools/process, reporting, and channels (web/online, in store, mobile, social, interactive marketing)
- Lead and participate in roadmap advisory forums, high-profile prospect engagements, industry analyst sessions and senior management strategy/planning workshops

*Nov 2008
to Dec 2008*

DIRECTOR, CUSTOMER EXPERIENCE PLANNING
GSI Interactive, a division of GSI Commerce, Inc. King of Prussia, PA

Responsibilities

- Setting the vision and direction of large, multi-year e-commerce transformation projects for clients transacting \$100MM+ annually
- Delivery and quality of projects across multiple user experience and technology practice areas
- Contributor to the direction of the GSI Commerce platform as a result of his partnership with GSI's Product Management team

*October 2004
to Nov 2006*

Sr. MANAGER, IA/UX, USER EXPERIENCE GROUP
GSI Commerce, Inc. King of Prussia, PA (<http://www.gsicommerce.com>)

Accomplishments

- Led the development of the team mission and vision statement in the form of a strategic team charter
- Conceptualized and integrated new practice areas into GSI's SDLC/UX development methodology (Information Architecture, User Centered Design)

- Formally documented and refined the design team's toolkit of design deliverables

Responsibilities

- Guide the direction of numerous e-commerce IAD practice areas; user centered design, information architecture, user interface design, application design and click-stream analytics
- Hire and manage team of full time employees and consultants, including managing consultant budgets; mentor team members; perform reviews
- Manage resource allocation and provide level of effort estimates for projects
- Develop and facilitate RFP's for usability studies, heuristic evaluations, and externally led research and design efforts

*March 2002
to Oct 2004*

Sr. PRODUCT MANAGER

GSI Commerce, Inc. King of Prussia, PA (<http://www.gsicommerce.com>)

Accomplishments

- Lead the integration effort on the following platform features: Real Time Credit Authorization, CCV/CID Verification, Verified By Visa, MSN Wallet .NET Services, E.piphany CRM Suite
- Lead the discovery and requirements analysis on a number of high profile partner integrations including Major League Baseball and Polo Ralph Lauren
- Evangelized a user centered design methodology focusing on user profiling, use case analysis, task analysis and user testing
- Lead the development of the Business Analysis mission and vision statement in the form of a strategic team charter
- Developed and integrated the following business process/SDLC improvements: business requirements, scope definition, functional specifications, business process modeling

Responsibilities

- Owned the Discovery and Requirements phases on new partner integrations, large internal projects and third-party integrations
- Evaluated, hired and managed a team of consultants and contractors
- Executed projects as part of the Product and Platform Roadmaps
- In conjunction with other members of the Product Development and Product Management teams, participated in the development of the Platform and Product Roadmaps

*June 1998
to Aug 2001*

Sr. PRODUCT MANAGER, SITE PLANNING AND DEVELOPMENT

CDNOW, Inc. Ft. Washington, PA

Responsibilities

- Evaluated, strategized and implemented site features that enhanced and enriched the CDNOW customer experience
- Performed data analysis on sales and website visitor behavior databases; Conducted survey analysis; Facilitated customer usability testing and focus groups
- Lead and managed teams consisting of database administrators, application developers, web developers, graphic designers, UI designers, copywriters and other Product Managers/producers
- Provided recommendations and direction to senior management on developing online products/services such as wireless web applications, digital downloading and other new technologies

July 1995

WEB APPLICATION DEVELOPER

to May 1998 Milstar Electronic Publishing Group, Langhorne, PA

Responsibilities

- Set up and maintained internet/intranet web servers
- Developed comprehensive websites, including custom search engines
- Produced interactive multimedia applications
- Managed team providing internet based electronic commerce solutions
- Developed web server based ODBC data entry tool for content management
- Researched new client/server development tools
- Instructed the creative staff on the capabilities of the web and HTML

Practice Areas: Information architecture, user interface design, user centered design, interaction design, project management, business process modeling, requirements analysis, use case modeling, application design, web development, Agile/Scrum, Feature Driven Development, click-stream analytics

Skills & Applications: HTML/xHTML, Javascript, CSS, AJAX/AJAH, Cold Fusion, JSP, Java, SQL, Visio, UML, MS Office, Omniture, Google Analytics, Morae, Adobe Creative Suite

Professional Associations: PhillyCHI, American Society for Information Science and Technology (ASIS&T), Interaction Design Association

Recent Press: 2008 Internet Retailer interview, Personalizing Store Location
<http://tinyurl.com/raisch01>

2008 Directions Magazine interview, Retailers Go IP Geotargeting
<http://tinyurl.com/raisch02>

Education: PHILADELPHIA UNIVERSITY
Philadelphia, PA
Bachelor of Science, Management Information Systems, May 1995

Interests: Family, Mountain Biking, Snowboarding, Guitar, Gardening, Technology, Fishing

For more about me visit
<http://www.saproductions.com>
<http://www.facebook.com/jutah03>
<http://www.linkedin.com/in/johnraisch>