

ATTACHMENT E
XOOM Energy Illinois, LLC

TECHNICAL QUALIFICATIONS

In accordance with Part 451.330(d), the resume of Robert A. Blake is attached hereto as an exhibit of Applicant's technical qualifications.

ROBERT A. BLAKE

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SUMMARY:

A highly motivated, creative and results-oriented business leader with over 31 years of experience in the power and energy industry, including 14 years in the deregulated retail electric and natural gas environment. Strong interpersonal, communication, business strategy, marketing, technical and systems competencies. A proven track record of identifying and developing new business and market opportunities; conceiving and implementing successful market strategies and tactics; developing, organizing and managing business processes; influencing external parties for change and working in a hyper-growth environment.

EXPERIENCE:**MXenergy, Annapolis Junction, MD****2001 to present**

An independent natural gas and electricity retail marketer, operating in the deregulated markets behind 42 LDCs in 15 States and 2 Canadian provinces.

Senior Vice President, Regulatory Affairs, May 2010 to Present**Vice President, Electricity Operations & Regulatory Affairs, June 2004 to May 2010**

Have primary P&L, growth and execution responsibilities for the electricity business, which includes the analysis and integration of new markets and acquisitions into the Company's systems and operations. Directs the functions of electricity supply planning, supply purchasing and portfolio and risk management, pricing, scheduling, short and long-term forecasting and settlements for operations in the ISO-NE, NYISO, PJM and ERCOT market regions.

Also responsible for the leading the Company's Regulatory Affairs work that includes being the principle thought-leader for its regulatory strategies, policies and work prioritization. This work includes working in collaborative and stake-holder group; participating in critical state regulatory cases either as standalone party or within a marketer group; and initiating efforts with LDCs and/or regulatory agencies to influence rules and regulations and bring about positive change.

- ◆ Instrumental in the profitable growth of the company's electricity business to over 100,000 retail customers.
- ◆ Implemented an electricity supply management and forecasting system with automatic data feeds from CIS systems, external weather forecast and various ISOs.
- ◆ Built staffing for the electricity operations and business integration group.
- ◆ Directed the implementation of 7 new LDCs into MxEnergy business systems.
- ◆ Oversaw the development of its electricity pricing models.
- ◆ Developed the Company's electricity hedging strategies
- ◆ Provided numerous written and oral testimony before regulatory commissions

Vice President, Customer Operations, April 2001 to June 2004

Overall responsibility for MxEnergy's Customer Operations office including customer service, credit control, regulatory compliance, customer data systems and customer data processing. Specific responsibilities include the customer call center, customer quality control functions including complaint response and compliance, customer retention, credit control and collections, customer data systems design and functions, customer data processing, billing systems, data file interchange (EDI), contract and renewal process management, phone systems, well as office and lease management.

- ◆ Moved Customer Operations from KY to MD while maintaining daily customer service, data file interchange and data processing services. Located office space, negotiated lease, hired and trained new customer service and data personal.
- ◆ Manage office growth from a 5 to 35 staff operation as customer base grew from 40,000 to 250,000 customers.
- ◆ Increased data processing efficiency 3 fold through strategies and systems to maintain staff level at two as customer base grew 4 fold and number of LDCs grew 2 fold.
- ◆ Implemented a new custom CIS and data exchange system that reduced CSR errors and implemented automated data interchange and processing strategies including EDI.

UNITED ENERGY, Millersville, MD

A regional retail natural gas marketer that operated in the deregulated markets behind 5 LDCs in 4 states.

Manager, Natural Gas Division, January 2000 to April 2001

Manage all aspects of the natural gas retail marketer business. Responsibilities include directing a staff of four that handle the accounting, customer service, customer enrollment and termination, collections, marketing and sales, gas supply management and data management functions. Overall responsibilities include procuring and managing the natural gas supply; developing and implementing pricing, marketing and sales strategies; as well as selling to and managing relationships with commercial customers. Other responsibilities include obtaining suppliers licenses, maintaining knowledge of utility tariffs, participating in regulatory processes evaluating growth opportunities, and developing and implementing data interchange systems with the LDC's.

- ◆ Implemented a new CRM/Accounting system to automated processing, which allowed a 25% reduction in staff due to labor efficiency gains.
- ◆ Developed and implemented a system to renew all contracts in a timely manner while meeting regulatory requirements.
- ◆ Successfully exited all markets at a profit after our whole gas supplier went bankrupt leaving all contracts without hedged gas supplies.

CONNECTIV ENERGY, Columbia, MD

A utility-affiliate natural gas and electricity retail marketer that operated in the deregulated markets behind 5 LDCs in 4 states.

Regional Sales Director, April 1998 to January 2000

Led teams selling natural gas and electricity contracts to business customers. Recruited and trained sales staff, develop and implement sales strategies and manage the P&L for the territory.

- ◆ Increased natural gas sales in the Maryland region by 200%, obtaining over 400 new gas accounts resulting in over \$500,000 gross margin in one year.
- ◆ Recruited, trained and led a sales force of independent contractors selling electricity in Pennsylvania that obtained over 600 new commercial electric accounts in 4 months resulting in gross margins of over \$400,000, while maintaining gas sales in Maryland.
- ◆ Founded a regional sales office in Maryland including locating site, negotiating lease and setting up the office.

THE UNITED ILLUMINATING COMPANY, New Haven, CT**1980 to 1998**

An investor-owned electric utility company serving 300,000 customers in southern Connecticut with several non-regulated business supplying services within and outside its territory.

Director, Commercial & Industrial Energy Services, 1994 to April 1998

Direct the business-to-business sales and energy services functions. Create and implement marketing strategies and sales tactics, hire and train sales personnel (staff of 25), develop promotional plans and materials, and provide testimony at regulatory hearings.

- ◆ Exceeded sales targets in the last four years resulting in over \$2 million of recurring annual margins through effective sales management and personal selling skills.
- ◆ Created a sales commission pay plan and implemented a corporate selling process contributing to a 200% increase in sales performance since 1994.
- ◆ Oversaw the development of a sales management and reporting database, which improved management and tracking of sales progress and results.
- ◆ Led gas-brokering sales, which launched the Company into new energy markets. Won contract to supply the State of Connecticut with gas commodity.
- ◆ Conceived, developed and gained senior management approval for a subsidiary operation to provide energy procurement services to individual businesses and aggregations. New subsidiary immediately won contract for a 270-member manufacturing association.

THE UNITED ILLUMINATING COMPANY (Con't)**Manager, Commercial Sales, 1989 to 1994**

Directed energy engineers and sales representatives (staff of 12) in the selling of the use of competitive energy equipment and services, and development and implementation of conservation and load management (C&LM) programs for the commercial, industrial and municipal markets.

- ◆ Successfully competed against gas cooling and cogeneration preventing the loss of over \$1 million in annual electricity margins.
- ◆ Led group which implemented over 1,000 energy projects resulting in \$20 million savings, including lighting, motors, drives, central plants and cool storage systems.

Manager, Product Development, 1987 to 1989

Led staff in developing marketing programs, performing competitive and business analyses, selling directly to end-users, and providing technical support to Sales.

- ◆ Developed and implemented 6 marketing programs with all programs exceeding P&L targets.
- ◆ Identified and sold to senior management the Company's first unregulated venture providing central plant ownership for customers. Made sales resulting in the construction, ownership and operation of four central plants that provide hot and chilled water to four office buildings.

Consumer Research Analyst, 1984 to 1987**Project Engineer, Generation/Mechanical, 1980 to 1984****EDUCATION:**

MBA, Concentration: Marketing, 1985

University of New Haven, West Haven, Connecticut

BS Mechanical Engineering, 1980

Worcester Polytechnic Institute, Worcester, Massachusetts

PROFESSIONAL ACCOMPLISHMENTS:

- ◆ Chairman, ISO New England (NEPOOL) Interruptible Loads Task Force, 1997
- ◆ President, Connecticut Chapter of American Society of Heating Refrigeration and Air Conditioning Engineers (ASHRAE), 1997/98
- ◆ Business Council Member, EPRI Industrial & Agricultural Business Unit, 1996/98
- ◆ Vice President, Connecticut Power and Energy Society, 1997/98
- ◆ Commercial & Industrial Task Force, Electric Council of New England (ECNE), 1996/98
- ◆ Past President, Rotary Club of Orange, 1995/96