

ATTACHMENT G

Managerial Qualifications

Filed confidentially.

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Managerial Qualifications

Iron Energy LLC meets the managerial qualifications required as outlined in Part 551.100.

An applicant shall be deemed to possess sufficient managerial capabilities to serve residential or small commercial customers if it has two or more individuals in management positions with four or more years demonstrated experience in a management position with enterprise financial and administration responsibilities including profit and loss responsibilities and four years natural gas sales experience, and provides the information required in subsections (a) and (b) of this Section.

Financial & Admin including P&L

David Luppino, CEO, Iron Energy LLC

Energy Executive	8 Yrs	Energy contract negotiations	8 Yrs
Retail Electricity Risk Management Strategy & Execution	4 Yrs	Corporate Governance	8 Yrs
Direct P&L responsibility	8 Yrs	Regulatory Compliance	8 Yrs
Corporate Risk Control	10 Yrs		

Mr. Luppino is the CEO of Iron Energy, which he co-founded in August 2011. He has 12 years experience in retail electricity and energy risk management. Mr. Luppino most recently served 4 years as CEO of Simple Power, a Texas Retail Electricity Provider, where among other duties he maintained direct responsibility for regulatory compliance and wholesale risk management. Mr. Luppino co-founded Simple Power in 2007 with Mr. Gallun and Mr. Elhaj. Prior to Simple Power, Mr. Luppino was President & COO of the Alberta Watt Exchange, an electronic energy futures exchange in Calgary, Alberta, Canada. Prior to Alberta Watt Exchange Mr. Luppino worked in Houston and Calgary at Dynegy in various roles in corporate risk control, M&A and commercial asset management. Mr. Luppino received his MBA in Energy Finance from University of Texas at Austin, McCombs School of Business and his BA in International Relations from Pomona College in Claremont, CA.

Chad Gallun, COO, Iron Energy LLC

Retail Electricity Executive	5 Yrs	Corporate Governance	5 Yrs
Retail Energy Systems Design & Operations (CIS/Billing/Reporting..)	5 Yrs	Energy contract negotiations	5 Yrs
Direct P&L responsibility	5 Yrs	Regulatory Compliance	5 Yrs

Mr. Gallun is the COO of Iron Energy, which he co-founded in August 2011. Mr. Gallun most recently served as the COO of Simple Power where he was also a co-founder. Prior to Simple Power, Mr. Gallun worked at Motorola for twelve years in various positions of increasing responsibility in design and marketing. Mr. Gallun graduated from Texas A&M University with a BS in Electrical Engineering. He also earned his MBA in Finance and Entrepreneurship from The University of Texas at Austin, McCombs School of Business.

Mike Elhaj, CMO, Iron Energy LLC

Retail Electricity Executive	5 Yrs	Corporate Governance	10 Yrs
Marketing Executive	10 Yrs	Regulatory Compliance	5 Yrs
Direct P&L responsibility	10 Yrs		

Mr. Elhaj is the CMO of Iron Energy, which he co-founded in August 2011. Mr. Elhaj has over 15 years experience in marketing and sales across several industries; including: retail energy, advertising, market research and real estate. Mr. Elhaj was most recently the CMO and co-founder of Simple Power. Mr. Elhaj progressed from the world of real estate sales and management to advertising, research and branding with several agencies in Austin culminating in being a partner at Sentient Services, a start-up Marketing and Research firm that made Inc. 5000 in 2008. Mr. Elhaj received his MBA in Marketing and BA in Kinesiology from the University of Texas at Austin.

Buying & Selling Power & Energy in wholesale markets

David Luppino, CEO, Iron Energy LLC

Please see the above description of experience.

[Redacted]

Please see the description of experience in Attachment F.

[Redacted]

Please see the description of experience in Attachment F.

Four years of electric system operational experience

[Redacted]

Iron Energy, LLC certifies that the agents and contractors named here will comply with all Sections of Part 451 applicable to the function or functions to be performed by the respective agent or contractor.

Iron Energy LLC Organizational Chart

