

Daniel E. Woodhead
5406 Shawnee Rd.
Pentwater, MI 49449
Wk Ph. (616) 925-0974
Hm Ph (616) 928-0963
E-mail: DanWoodhead@ies-inc.org

Qualifications:

An energetic and well-organized director with experience in five major U.S. energy corporations. Extensive experience in sales, verbal presentations, mentoring of staff to exceed goals, and multiple project management in a team setting. Background includes account management & sales, strategic planning, electrical & cogeneration operations as well as state and federal regulatory body interaction. Leads and facilitates teams, encourages cooperation, communicates organizational values and brings matters to a positive conclusion. Thrives in environments that are goal oriented, moral, and contain individuals that are focused on exceeding expectations.

Experience:

Integrity Energy Services, Inc. 6-2002 to present

Independent broker of electricity and natural gas with three electric suppliers. Primarily responsible for negotiating and closing commodity electricity and natural gas contracts with medium to large commercial and industrial consumers in Illinois, Ohio, Texas, Pennsylvania, Michigan. Present portfolio of 300 customers in three states.

Dynegy Energy Services, Inc. 8-2001 to 6-2002

Director – Marketing & Origination

Responsible for developing retail electricity commodity sales for Dynegy in Illinois and Michigan. Closed multiple transactions with total contract value in excess of \$10 million with margin of \$1 million in first eight months.

Enron Energy Services Corporation 2-2001 to 8-2001

Chicago, Illinois

Director-Major Accounts

Responsible for commodity electric sales to large commercial and industrial customers with total contract value from \$15 Million to \$82 Million.

- Developed \$4.3 Million in contract margin with six customers
- Developed unique commodity purchase program from large industrial customer

Commonwealth Edison Co. 1994-2001

Chicago, Illinois

Mid-Business Market Segment Sales Manager 1998-2001

Defined sales and customer strategies. Developed account and revenue plans. Planned and coordinated sales and customer events. Led proposal development efforts. Enhanced customer relationships Managed customer contracts. Worked closely with marketing to ensure appropriate support. Supervised a team of 11 account managers. Resolved significant billing issues. Product mix includes emergency generators, natural gas, energy conservation devices, and energy monitoring software/equipment, UPS/power quality and load reduction programs.

- Exceeded \$3,500,000 sales goal for 1999
- Designed the sales and marketing department, goals & strategies for Exelon Corp. the regulated entity of Commonwealth Edison and the Philadelphia Electric Co.

- Planned customer service call center, meter reading & billing department reorganizations, as well as a budget reduction of \$42.5 Million with customer satisfaction enhancements

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Commonwealth Edison Cont.

Account Manager 1994-1998

Develop superior business relationships with the largest customers, effectively negotiate electric and gas contracts, develop pricing, sell electrical products & services. Responsible for growing \$20 Million in annual account revenue with the most sensitive customer portfolio.

- Number 3 sales producer in department of 150 account managers
- Successfully prevented large customer's effort to self-generate electricity and kept \$9.5 million in annual revenue.
- Designed an account planing process and developed a new department organization

San Diego Gas & Electric Co. 1991-1994

San Diego, California

Account Executive

Develop superior business relationships with the largest customers; sell natural gas & energy conservation products and services.

- Number 4 sales producer in a department of 46 account executives

Detroit Edison Co. 1967-1991

Detroit, Michigan

Senior Customers Options Associate, 1988-1991

Retain customers who had expressed interest in leaving the Detroit Edison system through rate design, economic development efforts and sound communication of all factors germane to the economic situation. Functioned as a cogeneration swat team member.

- Developed the primary relationship with the Public Utility Commission on all marketing department matters.
- Developed a power supply contract to purchase the electrical and steam output of a waste to energy plant in the City of Detroit.
- Retained 85% of all customers considering self-generation

Market & Competitor Analyst, 1985-1988

Conducted a total competitive assessment of the market to enable Detroit Edison to prepare for deregulation and the implementation of stringent cost reduction efforts.

Supervisor of Electrical System Operation Services, 1980-1984

Supervised an 11 member support group with a \$1,100,000 annual budget.

- Hand picked to join Overseas Advisory Associates to provide technical consultation at the Nasseriah Power Co in Riyadh, Saudi Arabia, which provides service to the Saudi Royal Family.
- Managed in a union environment

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Detroit Edison Cont.

Electrical System Operator (control center operator), 1967-1979

Performed all routine and emergency operation of all electrical equipment including transmission, distribution and generation. Operated gas turbines. Wrote operational procedures and developed training programs.

Education:

Ph.D, Scofield Graduate School and Theological Seminary 2010, Modesto, California

MBA, University of Detroit 1984, Detroit, Michigan

BA, with Honors, Madonna College 1978, Livonia, Michigan

Diploma, Power System Operations, Detroit Edison Technical Ctr 1972

Special Courses

Consultative Selling, Detroit Edison Management Development

Advance Management Training, Detroit Edison Management Development

Delivering Excellent Customer Service, Northwestern University Executive Program

Enron Commodity Derivatives, Trading & Risk Management Training course

Other

Worked with several consulting firms on multiple projects. These include: Mercer, Towers Perrin, McKinsey, Booz Allen and Overseas Advisory Associates in Saudi Arabia.