**ANOUSH FARHANGI**

**Summary**

Lead Pricing, Forecasting, Portfolio Management and Risk Management Executive for multiple Retail Electric Providers

**Experience**

DEMAND CONTROL 2 SERVICES, LLC. Houston, Texas

**Chief Risk Officer, Sept 2019 to Present**

Responsible for analyzing custom pricing, load forecasting, structuring and managing commodity and credit risks associated with retail transactions.

Developed and maintain a system to analyze historical usage data and custom price large number of deals.

Developed and maintain a scalable bottom-up load forecasting system.

Apply Methodology for estimating hourly price multipliers.

Developed and maintain a risk monitoring and position tracking system.

KOCH ENERGY SERVICES. Houston, Texas

**Director of Pricing, Sept 2016-June 2018**

Priced various energy products and structures such as fixed price, index, and heat rate.

Built a pricing/forecasting/risk prototype model used to evaluate business opportunity and determine risk exposure.

Developed various service offers to be supplemented with commodity offer. Services like demand response, power factor correction service, load monitoring and problem detection services combined with commodity to create sticky customer relationship.

Developed framework for calculating retail and consumption risk exposure. Worked with CRO to reflect retail risk in deal valuation.

TRUSMART ENERGY. Houston, Texas

**Managing Director and Chief Risk Officer, Sept 2011-May 2016**

Developed TruSmart Energy’s risk policy and reported risk position (open wholesale position, gross margin, mark to market, day over day changes in position, etc.) to management, creditors, and suppliers.

Developed curves for wholesale energy, ancillary services, transmission and distribution losses, usage/price correlation and zonal bases used in pricing.

Developed an integrated framework in which data from the billing/CIS system flows into risk, load forecasting, scheduling, settlement, and business intelligence reporting systems.

Developed a long-range load forecast for committed customer load by incorporating churn rates and customer tenure.

CONSULTANT. Rogers, Arkansas

**Subject Matter Expert, Wholesale Systems and Predictive Analysis, August 2010-September 2011**

**(Worked with multiple clients including Stream Energy, Spark Energy, Direct Energy, Texpo, Tune Energy and other small clients)**

Developed wholesale load forecasting systems and processes for a large North American energy provider participating as an energy auction supplier in dozens of Northeastern markets.

Reviewed a pricing and deal capture system under development by a large billing and CIS vendor and providing inputs to improve functionality.

Directed the development of forecasting, hedging and pricing systems for a large REP that is operating in multiple PJM markets. Reviewing regulatory, settlements, risk management procedures to provide the REP with clear guidelines on how to compete in PJM.

BLUESTAR ENERGY SERVICES INC., Chicago, Illinois

**Vice President, Energy Management, April 2009-July 2010**

Managed Company’s functions in the areas of Risk Management, Wholesale Trading, Structuring, Pricing, Forecasting and Scheduling, to serve thousands of residential to large industrial customers adding up to 700 MWs of load in PJM and MISO.

Negotiated and executed EEI’s and ISDA’s with several counterparties including Nextera, Constellation and Exelon. Doubled the unsecured line of credit available to the Company from wholesale counterparties. Actively managed and monitored the Company’s credit exposure.

Negotiated and structured dozens of profitable deals with large industrial and commercial customers and managed the associated wholesale market risk. Developed matrix pricing table to provide Sales with the ability to offer small commercial customers immediate quotes.

Directed the Forecasting and Scheduling desk, forecasting and scheduling energy and capacity in 6 different service territories in PJM and MISO.

Directed the implementation of a load response program in PJM (ILR) subscribing hundreds of customers and over 100 MWs of interruptible load, resulting in over $2M of net margin for the Company.

Directed the development of a web-based Deal Capture system to record all wholesale trades and to tie into the forecasting and risk systems to produce Schedules, Net Open Positions, Mark-to-Market, Value-at-Risk, Counterparty Settlement Verification and Reporting.

Purchased over 2 million MWH Wholesale power and 100’s MWs of capacity to hedge Company’s exposure.

Purchased Voluntary and Compliance Renewable Energy Credits (RECs) to meet Company’s RPS requirements and to provide customers with value added “green” environmental products.

WAL-MART, Bentonville, Arkansas

**Director of Energy Analysis, 2004-2009**

Developed Wal-Mart’s demand response protocols to allow for real-time response to market prices and reliability signals. Created a 30 MW virtual demand resource by combining the discretionary loads of 200 facilities in Texas. Successfully participated and completed the Texas demand response pilot program in the summer of 2008.

Directed the ongoing development of company’s global carbon footprint at facility level by emission source and type. Developed Web-based energy retrofit project-tracking system and deployed to global company markets to track GHG savings and aggregate company’s global demand for technologies. Utilized project-tracking system to collect specification of energy-saving projects, estimate amount of GHG savings and calculate return on investment. Employed project-tracking system to share ideas and designs among markets and aggregate global demand for technologies. Held responsibility for energy-use optimization.

* Developed the Electric Reliability Council of Texas (ERCOT) Emergency Interruptible Load Service (EILS) program.
* Directed development of interfaces between the Qualified Scheduling Entity (QSE) and Wal-Mart’s Energy Management System (EMS) and protocols for load response within the EMS system.
* Engaged in analysis of energy-usage pattern in thousands of company facilities and identified suboptimal operations.
* As a member of ERCOT’s Wholesale Market Subcommittee represented and supported the needs of commercial customers in various regulatory proceedings.

Served as a member of Texas Retail Energy (TRE), Wal-Mart’s self-serving Retail Energy Provider (REP). Held responsibility for day-to-day operations of TRE. Oversaw development and operation of REP systems. Directed development of systems infrastructure for TRE. Oversaw building of Web-enabled systems on SQL server databases, including load-forecasting, scheduling, deal-tracking, risk management, settlement and shadow settlement.

* Developed a customized energy risk system that provided management with live Value-at-Risk, Mark-to-Market, Counterparty Risk and an operational dashboard with a full view of the TRE position and the market conditions.
* Presented TRE’s operational and risk metrics to TRE board. Provided education on various risk measures to board members

DIRECT ENERGY, Houston Texas

**Director of Load Forecasting, Research and Settlement, 2002-2004**

Held responsibility for volumetric risk-management, providing market fundamentals to energy-trading desk as well as structuring retail deals for large commercial customers and wholesale settlement with ERCOT for the third-largest REP in Texas. Directed development of customized load-forecasting and wholesale settlement system. Played instrumental role in development of attractive supply structures for several large commercial clients. Provided trading desk with up-to-the-minute reports on weather conditions, aggregate market supply and demand views, as well as scenarios on company load and market prices.

* Supplied live graphical reports of movements in market fundamentals available to traders and executives to enable informed decision-making.
* Discovered problems in ERCOT settlement, resulting in $500,000 per day of overcharges to company.
* Presented facts to ERCOT with proper data support, resulting in out-of-cycle true-up settlement by ERCOT with entire market to resolve company’s settlement problems.

**EDUCATION**

Purdue University, West Lafayette, Indiana

**PH. D. Applied Economics** 1991

**M.S., Public Policy and Public Administration,** 1985

Washington University in St. Louis, St. Louis, Missouri

**B.S., Electrical Engineering,** 1983

**AFFILIATIONS**

Electric Reliability Council of Texas (ERCOT), Protocol Revision Subcommittee Member, 2020

Electric Reliability Council of Texas (ERCOT), Wholesale Market Subcommittee Member, 2006-2009

Benton County School of the Arts, Director of the Board of Education, 2007-2008

**COMPUTER SKILLS**

Statistical Software SAS, R, S+, Matlab, Relational Databases, SQL Server, Optimization Software, DB Architecture, Microsoft Office Suite, Power BI