

Mike King

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ENERGY AND ENVIRONMENTAL ECONOMICS, INC.

Senior Consultant

San Francisco, CA

2008- present

2003 – 2005

Mr. King's practice areas at E3 include cost-effectiveness evaluation, resource planning, rate design, demand-side management, and transmission planning and pricing. His prior electric industry experience includes demand-side management program design and evaluation, and competitive energy services. Mr. King has also worked for telecommunications technology companies in product management and marketing. His clients at E3 include the California Public Utilities Commission, the City of Seattle, British Columbia Transmission Corporation (BCTC), and Southern California Gas Company. As a senior consultant at E3, Mr. King has:

- Evaluated the cost-effectiveness of the California Solar Initiative for the CPUC.
- Evaluated electrification options and costs for Southern California Gas.
- Assisted the CPUC with redesign of the Long-Term Procurement Planning process for investor-owned utilities. Conducted benchmarking study of practices in other jurisdictions.
- Advised the City of Seattle on distribution planning practices, based on a benchmark survey of other utilities.
- Conducted transmission rate design studies in support of regulatory filings for Canadian utilities
- Conducted analyses for avoided cost estimation for the CPUC for use in evaluating DSM programs
- Conducted cost-benefit analysis of renewable distributed generation for municipal utilities in California
- Provided litigation support and damages estimate for a large industrial customer related to breach of contract by an unregulated Energy Services Provider

PG&E ENERGY SERVICES

Product Development Specialist, Analyst

San Francisco, CA

1997-1999

- Developed pricing model for multi-million dollar projects and coordinated with CFO, sales, and technical staff to evaluate profitability of proposed projects
- Managed all aspects of development of a mid-market power reliability product, including negotiating terms with supply partners, managing sub-contractors, developing marketing collateral, and providing sales training
- Led projects to establish framework for product development. Produced development process guidelines and provided coaching to product development managers. Created a database and cost accounting format to track product development efforts and the success of new products
- Facilitated senior management evaluation of new product ideas by creating a standard financial pro forma for analysis and working with product managers on business case assumptions.

BARAKAT & CHAMBERLIN, INC.*Associate*

Oakland, CA and Washington D.C.

1993-1997

Barakat & Chamberlin was a mid-sized consulting firm specializing in demand-side management and emerging market opportunities with electric industry restructuring. The firm was purchased by PG&E Energy Services in 1997, where Mr. King had been consulting full-time on-site for several months.

- Conducted ongoing market research for an entrant into the deregulating electricity market
- Designed and evaluated Demand-Side Management programs for major electric utilities
- Conducted a multi-client study evaluating energy conservation programs to include research, analyses, and construction and maintenance of database

Telecommunications Industry Experience:

MOBITV, Inc.*Senior Marketing Manager*

Emeryville, CA

2005-2008

MobiTV is a leading provider of video services to cell phones and other mobile devices.

- Managed development and launch of products and initiatives and developed co-marketing programs with MobiTV's carrier partners
- Managed online and on-device distribution channels for MobiTV's suite of products. Negotiated agreements with vendors, developed marketing promotions, directed launch of new applications through channels
- Conducted analyses related to the profitability and effectiveness of the company's marketing efforts

VIRGIN MOBILE USA*Product and Project Manager*

San Francisco, CA

2001 – 2003

Virgin Mobile is a leading wireless carrier in the prepaid space.

- Managed a suite of applications designed to bring entertainment value to the mobile phone
- Set product strategy, defined business requirements, managed business partners, and worked cross-functionally to create and launch new applications
- Managed employees and external parties in order to successfully complete projects critical to launch of Virgin's wireless service. Projects included development of innovative packaging for launch and development of sales brochures and other customer-facing materials

GGEOWORKS*Product Marketing Manager*

Alameda, CA

2000 – 2001

Geoworks was a wireless middleware provider.

- Performed management functions for wireless data communication products and services
- Developed cost model and created standardized pricing

VODAFONE AIRTOUCH
Project Manager

Walnut Creek, CA
1999-2000

AirTouch was a regional cell phone company that is now part of Verizon.

- Conducted ongoing financial reporting and performance tracking for all products for company-wide distribution
- Provided business case analysis to product and sales managers to evaluate product and retail distribution opportunities
- Benchmarked best practices and documented process for development of new products

Education

University of Texas at Austin, LBJ School of Public Affairs
Master of Public Affairs

Austin, TX

- Awarded Lyndon Johnson Congressional Fellowship – awarded to one student annually on a competitive basis
- Conducted research for the U.S. Senate Committee on Agriculture, Nutrition, and Forestry
- Teaching assistant for graduate level operations research and econometrics classes
- Associate editor, LBJ Journal

University of California
B.A. English, B.A. Social Ecology
One year of study in Italy

Irvine, CA

Citizenship

United States

Publications

1. Orans, R., M. King, C.K. Woo and W. Morrow (2009) "Inclining for the Climate: GHG Reduction via Residential Electricity Ratemaking," *Public Utilities Fortnightly*, May, 2009.
2. Woo, C.K., M. King, A. Tishler and L.C.H. Chow (2004) "Costs of Electricity Deregulation," *Energy-The International Journal*.