

Michael King

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Energy Industry Experience

ENERGY & ENVIRONMENTAL ECONOMICS, INC. *Senior Consultant*

San Francisco, CA
2008- present
2003 – 2005

- Conducted analyses for avoided cost estimation for the California PUC for use in evaluating DSM programs
- Provided litigation support and damages estimate for a large industrial customer related to breach of contract by an unregulated Energy Services Provider
- Conducted cost-benefit analysis of renewable distributed generation for municipal utilities in California
- Conducted transmission rate design studies in support of regulatory filings for Canadian utilities

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; Washington D.C.
1993-1997

Completed consulting assignments for Fortune 500 electric utilities and other clients. Project work centered on market research and economic and statistical analyses

- 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, construction and maintenance of database

Telecommunications Industry Experience

MOBITV, Inc. **Senior Marketing Manager**

Emeryville, CA
2005-2008

- Conducted analyses related to the profitability and effectiveness of the company's marketing efforts
- Managed development and launch of products and initiatives
- 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
- Developed co-marketing programs with MobiTV's carrier partners

VIRGIN MOBILE USA **Product and Project Manager**

San Francisco, CA
2001 – 2003

- 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

- Performed management functions for wireless data communication products and services
- Headed cross-functional team to create a functional specification for a global message dispatching system
- Conducted annual business planning process for Professional Services organization and presented scenario analysis to Executive staff
- Created standardized pricing, thereby allowing quicker response to customer opportunities, and provided customized pricing with summary format that expedited Executive review
- Worked with Engineering to develop cost model that increased understanding of service costs

VODAFONE AIRTOUCH **Project Manager**

Walnut Creek, CA
1999-2000

- Led implementation of Product Development database thereby increasing ease of tracking and communicating product status throughout the organization. Trained product managers on database use
- Conducted ongoing financial reporting for all products and distributed to Marketing and other organizations to track company performance
- Provided business case analysis to product managers to evaluate product opportunities
- Benchmarked best practices and documented process for development of new products

- Conducted financial analysis for evaluation of national retail distribution channel resulting in improved guidance for contract negotiations
- Led project to improve reporting on performance of national retail stores

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***

Irvine, CA

- *One year of study in Italy*

Citizenship

United States

Publications

1. *Woo, C.K., M. King, A. Tishler and L.C.H. Chow (2004) "Costs of Electricity Deregulation," Energy-The International Journal.*
2. *Woo, C.K. and M. King (2004) Costs of Electricity Deregulation and Implications for Israel, report submitted to Israel Electric Corporation.*