

Aaron Breidenbaugh

aaronbre@yahoo.com • (617) 763-9133 • <https://www.linkedin.com/in/aaron-breidenbaugh>

SUMMARY

World-class regulatory and government affairs expert in the electricity industry with over 25 years of experience in US and foreign markets. Careers in the Independent Power industry, developing and operating wholesale power markets, and working on the demand side promoting customer flexibility provide a diverse experience set. Multiple successes in achieving policy reforms around the world, including a landmark win at the U.S. Supreme Court, demonstrate a proven ability to effectively achieve policy reforms that have changed the way that the world uses energy.

EXPERIENCE

Luthin Associates, Inc.

Albany, NY

Consultancy primarily representing not-for-profit institutional customers in New York City

Director of Regulatory Affairs 2017 - Present

- Represent clients and Consumer Power Advocates (CPA) members on utility rate cases and regional reliability issues, as well as expanding opportunities for consumers to participate in the state's evolving wholesale and retail energy markets.
- Represent CPA members in the NYISO and NYPSC stakeholder forums, actively promoting competitive opportunities for consumers, generators, and distributed energy resources.

EnerNOC, Inc.

Boston, MA

Publicly traded energy technology company

Senior Director, International Regulatory Affairs 2013 - 2016

- Coordinated regulatory activities and policy advocacy across EnerNOC's operations in the US, Canada, Europe, Australia, New Zealand, Japan, South Korea and China
- Managed an effective lobbying strategy in Japan, resulting in a multi-million-dollar commercial opportunity
- Directed regulatory, lobbying and legal strategy to delay adverse rules in Western Australia, preserving over \$20 million in revenue

Director, Regulatory Affairs - PJM and Federal 2010 - 2013

- Represented EnerNOC at the PJM stakeholder committees, spearheading many initiatives that saved the company millions of dollars and blunted negative proposals that would have reduced revenues by millions of dollars
- Led EnerNOC's federal regulatory activities
- Supervised participation in the process and litigation leading up to and following the issuance of FERC's landmark Order 745, including realization of the goal of full LMP compensation.
- Co-Chaired a subcommittee at the North American Energy Standards Board (NAESB) that adopted important measurement and verification standards for demand response
- Developed two whitepapers related to Demand Response baselines and the importance of capacity/availability payments to the success of demand response

Senior Manager, Regulatory Affairs - New York, ISO-NE 2005 - 2010

- Represented EnerNOC at the NYISO and ISO-NE stakeholder committees, establishing close working relationships with key stakeholders, ISO staff and senior management.
- Spearheaded efforts in NY and PA that resulted in decisions to provide third-parties with direct access to customer data upon rollout of AMI infrastructure
- Enhanced DR opportunities in the NYISO and ISO-NE markets through ability to participate in capacity, energy, and ancillary services programs
- Collaborated with Con Edison, informally and through NYPSC proceedings, to develop and refine what are now "best in class" distribution system demand response programs

New York Independent System Operator (NYISO)

Albany, NY

Operator of the New York State Bulk Power System and Power Markets

Program Coordinator 2003 - 2005

- Managed the day-to-day operation of NYISO's demand response programs
- Developed new programs in response to recommendations by policymakers and market participants, growing those programs by more than 50% over three years

Black Dog Insights

Albany, NY

Consultant to New York electricity market participants

President 2002 - 2003

- Continued to lead the PRLC, representing that group before the New York Independent System Operator (NYISO,) securing a number of beneficial changes to the NYISO demand response programs.
- Editor-In-Chief of newsletter *ISO Navigator: New York Edition*. Responsible for writing, editing, marketing, and distribution of a weekly electronic newsletter summarizing activities concerning the New York State Independent System Operator. This effort included maintaining an associated website.

Navigant Consulting, Inc.

Albany, NY

Management Consulting Firm

Senior Engagement Manager 2000 - 2002

- Conceived and formed the non-profit *Price Responsive Load Coalition (PRLC)*, a New York interest group advocating for demand response on behalf of end-use consumers and providers of load reduction and distributed generation solutions and equipment. Subsequently retained by the Coalition's members to act as Executive Director.

Automated Power Exchange, Inc.

Albany, NY

Developer and operator of private power exchanges

Director of Market Development 1998 - 2000

- Developed APX Markets™ throughout the Northeastern United States, including both the technical aspects (principally interfacing with Independent System Operators) and the business development aspects of market development.

Independent Power Producers of New York, Inc.

Albany, NY

Trade association representing developers, owners and operators of private power facilities

Deputy Director and Director of Regulatory Affairs 1989 - 1998

- Developed and advocated policy positions and managed other major aspects of a 100+ member trade association
- Frequently testified before state legislative committees.
- Supervised Association involvement in proceedings before the Federal Energy Regulatory Commission, the New York State Public Service Commission, and the New York State Department of Environmental Conservation.
- Authored most Association press releases, position papers, Member Alerts, and other written communications

EDUCATION

Rensselaer Polytechnic Institute

Troy, NY

Bachelor of Science, Nuclear Engineering 1983 - 1987

- Minors in Physics and Philosophy of Science and Logic

Masters of Science, Science and Technology Studies 1987 - 1988

- Concentration in Energy Policy