

# Brigid Rowan

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## Statement of Qualifications

Brigid Rowan is an energy economist with over 15 years of experience in the areas of utility and regulatory economics, energy efficiency and renewables. Ms. Rowan has a particular expertise in energy efficiency for lower-income consumers, as well as the planning and operations of hydroelectric systems and interjurisdictional electricity exports in North America. She also has extensive experience in marketing and communications in the energy field. Ms. Rowan has been a consultant in energy economics and regulation for public interest and private clients in Quebec, Ontario, Manitoba, California, Nevada, and New England. Recently, she has co-authored studies of the economic development and environmental impacts of various energy supply options. Brigid has worked with public interest, environmental and indigenous groups, start-ups, large corporations and governments in consulting, senior management and public affairs positions throughout Canada and the US, and internationally.

## Energy Economics & Communications Experience

**The Goodman Group, Ltd**, Berkeley, CA

*Senior Energy Economist, 2006 – present*

- Provide energy consulting services including studies, policy assessments, research, expert evidence, intervenor and litigation support related to utility and regulatory economics, energy efficiency and renewables
- Completed projects include:
  - collaborated in an analysis of the economic development impact of Massachusetts electricity and gas energy efficiency programs
  - co-authored several national and regional analyses for SunPower Corporation (an international solar electric manufacturer based in California) focussing on the economic development and environmental benefits of solar manufacturing and reduction of coal use
  - co-authored a study for National Grid USA (a Northeast US electric and gas utility) on the economic and environmental benefits of investment in energy efficiency programs
  - co-authored expert evidence for Canadian litigation concerning a hydroelectric power plant outage.

**Econalysis Consulting Services, Montreal***Senior Energy Consultant, 2004 - present*

- Offer strategic advice and analytical expertise to public interest intervenors in energy regulatory proceedings through the preparation of interrogatories, expert evidence, cross-examination, and final argument
- Prepare evidence and testified on energy efficiency programs for lower-income consumers in 2005-2007 regulatory hearings relating to Hydro-Québec and Gaz Métro.
- Actively participate in working groups, negotiations and consultations related to energy stakeholder issues in Quebec
- Special interests included increasing the participation of lower-income consumers in energy efficiency programs.

**Just Brigid Energy & Communication, Montreal***Principal, Energy and Communications Consultant, 2001 – present*

- Provide comprehensive English communications and website production services with a specialization in energy and the environment
- Clients include: Quebec Ministry of the Environment, Équiterre, Quebec Centre for Action on Climate Change, Madinina Software
- Managed the redesign, production and relaunch of a new website for Équiterre, Québec's largest environmental group ([www.equiterre.org](http://www.equiterre.org)) and advised on the web strategy for the Quebec Centre for Action on Climate Change.

**Econalysis Consulting Services, Toronto***Energy Consultant, 1998-1999*

- Assisted in the preparation of expert testimony in English and French and conducted research for public interest intervenors in Quebec, Ontario and Manitoba energy regulatory proceedings.

**IBM Canada, Toronto***Client Manager, Utility & Energy Services Industry, 1998*

- Managed IBM client relationships at Canada's largest energy utilities via the direct marketing channel.

*Direct Marketing Specialist, Industry Solutions Unit, 1996-97*

- Managed diverse teams (database specialists, graphic designers, copywriters, translators, ad agencies, direct mail houses) to implement Quebec-based B2B direct marketing campaigns for the energy and telecommunications industry, including pioneering web campaigns
- Successfully implemented five campaigns, three of which generated response rates of 10-35% and respective revenues of over \$2.5 million.

**The Goodman Group, Ltd., Boston, MA***Energy Analyst, 1995-96 (based in Ottawa)*

- Co-authored a study for the Cree of Northern Quebec on Quebec

- government subsidies for small-scale dams
- Assisted with the research and writing of various expert reports on energy economics for environmental and indigenous groups.

**Stephen Graham Associates, Ottawa**

*Energy Consultant, 1992-93*

- Prepared a series of documents for policymakers on the economic, political and technical feasibility of various alternative energy options in developing countries.

## Marketing, Communications and Management Consulting Experience (Non-Energy)

**Sites.com, Toronto and New York, NY**

*Chief Marketing Officer (CMO) and acting CEO, 1999-2001 (based in Toronto)*

- Oversaw operations for this Canadian search engine/publishing start-up including web content development, book production (circulation 15,000 copies), sales and marketing, human resources, finances, facilities, telecommunications, information technology
- Developed marketing strategy including branding, advertising, marketing channels and media relations; managed the development of offline and online marketing communications
- Participated in all aspects of strategy and business plan development.

**International Children's Institute, Toronto**

*Director of Communications, 1994-95*

- Created and presented several successful proposals to obtain government and foundation funds in excess of \$500,000 for this Canadian NGO, which assists traumatized refugee children
- Managed the production of communications materials for Institute pilot projects in Toronto and Croatia.

**Groupe SECOR, Ottawa**

*Management Consultant, 1993-94*

Selected Projects:

*Republic of BENIN*

- Co-produced a study in French on public sector reform in Benin as a member of a team assisting the President of Benin in strengthening government systems to support the political transition to democracy

*Marketing Communications for the World Bank*

- Developed a marketing package for Groupe SECOR to familiarize World Bank officials with the firm's capabilities and experience.

**IBM Canada, Vancouver, Ottawa, Toronto**

*Marketing Representative, 1989*

- Promoted IBM PCs at trade shows across Western Canada.

*Public Affairs Specialist, 1988*

- Produced an IBM position paper encouraging high tech initiative in Canada
- Prepared political briefing material for company executives.

**IBM Europe, Brussels, BELGIUM**

*Public Affairs Specialist, 1988*

- Wrote an article on the effects of the US Trade Bill on American subsidiaries in Europe for *Commerce in Belgium*, a business journal
- Prepared a report on broadcast advertising in a united Europe and the effects of EU advertising directives on IBM's business
- Researched the potential effects of the Montreal Protocol on IBM Europe and recommended that IBM Europe not align itself with companies opposing the Protocol.

## Education

**Master of Arts, International Affairs, International Political Economy (Environmental Specialization),**

Norman Paterson School of International Affairs,  
Carleton University, Ottawa, Ontario, 1996.

*Thesis examines how the Cree of Northern Quebec (a Canadian First Nations group) used economic arguments and energy regulation to successfully oppose Hydro-Québec's construction of the Great Whale dam.*

**Bachelor of Arts, Honours Economics, Computer Science Minor**

(Cooperative Education Program),  
University of Waterloo, Waterloo, Ontario, 1990.

**Other:** Financial Literacy Program for Directors and Executives,  
Rotman School of Management, University of Toronto, 2007.

**Languages:** English, French, Spanish, Italian.

## Achievements and Awards

**Greenpeace Canada** (2006 – present): Board member; Treasurer and Chair of the Finance Committee

**Quebec Centre for Action on Climate Change** (2004): provided pro-bono web strategy advice and website production oversight

**Équiterre** (2003-2004): managed the redesign, production and relaunch of a new website for Équiterre, Québec's largest environmental group ([www.equiterre.org](http://www.equiterre.org))

**Humber School for Writers** (2002): scholarship for a fiction-writing workshop

**Sites.com** (2000): edited and published *best of the best sites.com*, a 210-page guide to the Internet's top sites

**IBM Canada Team Success Award** (1997 and 1998) and **IBM Canada Public Affairs Award** (1988): presented for an outstanding contribution to the Public Affairs Department

**Canadian Club at Harvard University** (1996): participated in a round table discussion on energy exports with former Quebec Premier, Robert Bourassa

**Ottawa Co-Director, Pollution Probe** (1993): co-directed the 1993 Ottawa fund-raising drive for this Ontario-based ENGO

**Ontario Public Interest Research Group** (1992): co-organized a panel discussion at the Canadian Parliament Buildings on hydro projects in the Canadian North for Indigenous and federal politicians and members of the public

**Carleton University Grant for Graduate Studies** (1991-93): grant requirements included conducting tutorials for undergraduate Economics courses

**University of Waterloo Nordic Ski Team** (1988-90): competed at the provincial level

**Competitive Cycling** (1986-89): competed at the national and provincial levels.