



## AREAS OF EXPERTISE

Utility Ratemaking  
Regulatory Advisory Service  
Strategy, Business, and Energy Planning  
Financial Evaluation of Energy Assets  
Market Advisory  
Wholesale Market Analytics  
Expert Witness

## BACKGROUND

Daymark Energy Advisors  
2006-Present

Direct Energy North America  
2005

Cambridge Energy Research Associates  
2001-2005

Northeast Utilities  
1981-2000

United Technologies Corporation  
1977-1981

## EDUCATION

M.B.A.  
University of Connecticut

M.S., Mechanical Engineering  
Rensselaer Polytechnic Institute

B.E., Mechanical Engineering  
Cooper Union

## John G. Athas

### Vice President and Principal Consultant

John draws on nearly 40 years of diverse electric industry experience to provide clients with valuable insights and strategic perspective. His principal practice areas are resource planning, utility ratemaking and regulation, and contracts and transactions, and he leads business development. John has testified before state and provincial regulatory agencies on issues including resource planning, energy efficiency, utility restructuring utility ratemaking and competitive markets.

## SELECTED EXPERIENCE

- Served as primary advisor to the Manitoba Public Utilities Board in their proceeding to review Manitoba Hydro's cost of service methodology.
- Served as expert witness for the Arkansas Public Service Commission in multiple proceedings reviewing generation resource acquisitions (natural gas facilities, wind generating facilities, and solar and wind power purchase agreements)
- Reviewed and provided comments on advanced metering infrastructure implementation plans proposed by utilities in Arkansas and Nova Scotia on behalf of the Commission Staff) and the Small Business Advocate, respectively.
- Managed the market pricing, rates, and cost of service functions for Northeast Utilities (now Eversource), including leading large customer and economic development contracting initiatives.
- Managed marketing for Northeast Utilities' retail energy competitive affiliate, Select Energy.
- On behalf of the Oklahoma Attorney General's Office, provided expert review and critique of Public Service Organization of Oklahoma's request for proposal for baseload generation.
- Provided expert testimony on behalf of the Nova Scotia Small Business Advocate regarding Nova Scotia Power Inc. proposed tariffs and regulations concerning sales of renewable low impact electricity generated within Nova Scotia by a retail seller to a retail customer.
- Managed strategic planning analyses for Northeast Utilities, including in the areas of competition, integrated resource planning, and utility strategic and organizational goal development.