

ECONALYSIS CONSULTING SERVICES

Brigid Rowan

In her 15-year career, Brigid Rowan has gained over eight years of experience in energy regulation, marketing, and communications. As an ECS consultant, she provides support to intervenors in electricity and natural gas cases in Quebec and Ontario, and was responsible for ECS's web presence, as well as the launch of the new CERISE, the regulatory information website. Brigid has worked with non-profits, start-ups, large corporations (IBM Canada and IBM Europe) and government in senior management, management consulting, marketing, communications and public affairs. She holds a BA in Economics and an MA in International Affairs. Brigid provides consulting services in both English and French.

CONTACT INFORMATION

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EXPERIENCE – ENERGY AND MANAGEMENT CONSULTING

Econalysis Consulting Services

Energy Consultant, April 2004 – present

- Provide strategic advice and analytical expertise to intervenors in regulatory proceedings by preparing interrogatories, expert evidence, cross-examination, and final argument.
- Member of the editing team of the Canadian Energy Regulation Information Service (CERISE), www.cerise.info, reporting on Quebec energy issues
- Co-facilitated an NRCan industry workshop on streamlining the regulatory process for hydroelectric generation and transmission and co-authored a final report on the workshop

Marketing Consultant, 2002 – 2004

Energy-related assignments:

- Conceived, produced, edited and managed new websites for Econalysis, ERA, Elenchus and CERISE
- Managed the relaunch of the Canadian Energy Regulation Information Services (CERISE) site.

Energy Consultant, 1998-1999

- Provided advice and support to intervenors in regulatory proceedings
- Assisted in the preparation of expert testimony in English and French and conducted research for public interest groups involved in regulatory hearings at Quebec's Régie de l'énergie, the Ontario Energy Board, the CRTC and the Manitoba Public Utilities Board

Selected List of Proceedings Participation (Completed and Ongoing)

- Electricity
 - o Hydro-Québec Distribution Rate Case 2004-2005 (R-3541-2004)
 - o Hydro-Québec Distribution, Working Group on Energy Efficiency Potential in Quebec 2004-2005 (R-3519-2003)
 - o Small-Scale Hydro within Hydro-Quebec's Resource Plan (R-3410-98)
 - o Hydro-Québec Regulatory Principles and Electricity Transmission Rates (R-3405-98)
 - o Hydro-Québec Rate-Setting Methodology under s. 167 (R-3398-98)
 - o The Role of Wind Power in the Quebec Energy Portfolio (R-3395-98).
- Natural Gas
 - o Gazifère Rate Case 2004-2005 (R-3537-2004)
 - o Gaz Métropolitain Rate Case 2004-2005 (R-3529-2004)
 - o Operating Costs Borne by Gasoline and Other Fuel Retailers before the Régie de l'énergie (R-3399-2000)
 - o Enbridge Year 2000 Rate Application before the OEB (RP-1999-001)

The Goodman Group, Boston, MA

Energy Analyst, 1995-96

- Co-authored a study for the Cree of Northern Quebec on the misuse of Quebec government subsidies for small-scale dams
- Assisted with the research and writing of various expert reports on energy economics for environmental and native groups.

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.

**Stephen Graham Associates, Ottawa
Energy Consultant, 1992**

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

EXPERIENCE – MARKETING AND COMMUNICATIONS

Just Brigid Communication, Montreal

Principal, Communications Consultant, 2001 – present

- Comprehensive English communications and website production services
- Creative adaptations and translations from French to English, editing and copywriting
- Clients: *Econalysis, Elenchus Consulting Services, Équiterre, Madinina Software, phd architecture, Cité-Amérique, Quebec Ministry of the Environment.*

Sites.com, New York, NY (a search engine / publishing start-up)

Chief Marketing Officer (CMO) and acting CEO, 1999-2001

- Oversaw all operations at New York headquarters 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
- Hired and managed New York personnel (content developers, web researchers, web designers, sales and marketing, IT and administrative staff) and acted as primary liaison with Toronto technology team
- Managed all aspects of setting up the New York headquarters
- Participated in all aspects of strategy and business plan development.

IBM Canada, Toronto

Client Manager, Utility & Energy Services Industry, 1998

- Managed IBM client relationships at Canada's biggest utilities (Union Gas, Westcoast Energy, Hydro-Quebec) 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-based campaigns
- Successfully implemented five campaigns, three of which generated response rates of 10-35% and respective revenues of over \$2.5 million.

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.

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
- Examined the potential effects of the Montreal Protocol on IBM Europe.

EDUCATION

Master of Arts, International Affairs – International Political Economy,
(Environment Specialization), Norman Paterson School of International Affairs,
Carleton University, Ottawa, Ontario, 1996.

Thesis examines how the Cree of Northern Quebec mobilized an international social movement and used economic arguments to fight 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.

Languages: English, French, Spanish, Italian.