

David Segal is a Principal at The NorthBridge Group, an economic and strategy consulting firm advising utility clients. Mr. Segal specializes in the areas of finance and regulatory economics and applies those disciplines to a range of issues faced by utilities. Over the course of fifteen years in the industry, his numerous consulting projects have been focused in several areas:

Asset Divestitures

- For several utilities he has assisted in the planning for and divestiture of fossil generating facilities through auction. His efforts have included drafting regulatory frameworks for the divestiture process, development of marketing materials and participation in management presentations, development and negotiation of power purchase agreements and must-run arrangements, and evaluation of sale impacts on customer rates and utility risk exposure
- For several utilities he has assisted in the planning and negotiation of nuclear plant sales both through auction and through bilateral negotiation. His efforts have included development of marketing materials and participation in management presentations, evaluation and negotiation of power purchase agreements, and revenue sharing agreements, and participation in settlement discussions related to customer rate treatment.

Commodity Offerings/Retail Access

- On behalf of two Eastern utilities, he has designed, negotiated and testified regarding an innovative set of commodity and retail access options for customers. In one instance this rate structure was approved through a settlement process and subsequently implemented. Another case is currently pending.

Risk Management

- For several utilities he has advised senior management regarding exposure to market electricity prices and uncertain customer shopping levels, and implemented a risk measurement and management program to achieve desired risk exposure goals

Strategic Planning and Restructuring

- For several utilities he has assisted in the evaluation and negotiation of potential merger and acquisition opportunities, negotiated power purchase contracts, and restructured existing power purchase contracts. He has also calculated potential stranded costs due to competition and advised on alternatives for mitigating this burden.
- On behalf of an Eastern utility, he measured the benefits of delaying a major capital investment at a deteriorating generating facility when the value and costs of the investment were highly uncertain.

- For the creditors committee of a bankrupt wholesale power company, he performed financial valuations, prepared financial statements, and assisted in the successful reorganization of the company.

Before joining The NorthBridge Group in 1992, Mr. Segal was an Associate at Putnam, Hayes & Bartlett. Prior to that, he served as assistant to the president of Commercial Mortgage Corporation.

Mr. Segal received a B. S. in applied math and economics from Brown University in 1985, and a Masters in Business Administration from the Harvard Graduate School of Business Administration in 1990.