

# RUBEN MORENO

## Vice President

### Expert in Market Analysis & Resource Planning, Litigation & Dispute Resolution

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Mr. Moreno has more than 20 years of experience helping large consumers or producers of energy optimize expenditures, revenues, and investments. He is a specialist in risk management, quantitative methods, and statistical analysis. He has advised on the exposures of a US\$10 billion portfolio and also has broad experience in management consulting and teaching. His experience includes a broad range of fuels (oil, natural gas, coal, wind, solar and hydro), differing generating technologies, and extensive transactional experience supporting clients design and implement energy procurement practices to identify how much to purchase, when and why.

Mr. Moreno's risk management experience includes: designing, valuing, supervising, and implementing market transactions for more than 40GW of generation/load and the associated fuels; creating a risk-based analytical framework to evaluate the value of a power plant and negotiating the value, avoiding a 40% increase in the cost of operating the plant; and auditing the risk management function of a wholesale energy trader on behalf of its regulated owner, which involved the evaluation of VaR calculation and portfolio aggregation.

Mr. Moreno holds an M.S. in Economics from the University of Texas and an M.B.A. and B.A. from the Monterrey Institute of Technology and Higher Education (ITESM) in Mexico. He also completed the Leadership Acceleration Program at the University of Notre Dame. He is fluent in English and Spanish, speaks conversational German, and holds a Top Secret Security Clearance.



### Contact

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### Education

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M.S., University of Texas

M.B.A., ITESM (Mexico)

B.A., ITESM (Mexico)

### Testified Before

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Guam Public Utilities Commission

Various State Regulatory Commissions

Supreme Court of the State of New York

U.S. District Court, Middle District of TN

TX State Office of Administrative Hearings