

John F. Povilaitis
717 237 4825
john.povilaitis@bipc.com

409 North Second Street, Suite 500
Harrisburg, PA 17101-1503
T 717 237 4800
F 717 233 0852
www.buchananingersoll.com

May 24, 2018

VIA E-FILING

Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street, 2nd Floor North
Harrisburg, PA 17120

Re: Application of INTERACTIVE ENERGY GROUP LLC for Approval to Offer, Render, Furnish or Supply Electricity or Electric Generation Services as a Broker/Marketer to the Public in the Commonwealth of Pennsylvania, Docket No. A-2017-2635016 – **MATERIAL CHANGE UPDATE**

Dear Secretary Chiavetta:

On March 1, 2018, the Pennsylvania Public Utility Commission (“Commission”) approved the above-referenced Application of INTERACTIVE ENERGY GROUP LLC (“IEG”) and issued an electric broker license to IEG at Docket No. A-2017-2635016.

By this filing, IEG hereby informs the Commission of a material change in the information provided in the Application, pursuant to the requirements of Section 62.105(a) of the Commission’s regulations. 52 Pa. Code § 62.105(a). Please be advised that Mr. C. Brent Moore is no longer the President of IEG and that Ms. Tracy Hodge is becoming General Manager of IEG and will assume Mr. Moore’s responsibilities for the operation of IEG. Ms. Hodge’s resume is attached.

If you have any questions regarding this filing, please contact me. Thank you.

Very truly yours,



John F. Povilaitis

JFP/gm
Attachment
cc: Certificate of Service (via first class mail)

TRACY HODGE

PROFESSIONAL SUMMARY

Hardworking, dedicated, and extremely organized professional who approaches every objective in a detailed, analytical manner to guarantee success. Holds a strong 15-year background in sales, marketing, operations, and customer service. Strategic thinker, leader, and detailed contributor who excels as an individual, and as part of a team, always working to exceed company goals and objectives.

PROFESSIONAL EXPERIENCE

JUST ENERGY – Addison, Texas

09/2017 – Present

General Manager - Interactive Energy Group

- P&L accountability for the brokerage business
- Building a new revenue generating channel in the commercial real estate and hospitality industries
- Created the first-of-its-kind new referral partner agreement, portal and app to contribute to lead generation
- Helped build and implement the marketing and growth strategy for IEG
- Managing a team of 6-8 sales, operations, and marketing employees

AMBIT ENERGY – Dallas, Texas

05/2013 – 9/2017

Director - Product Operations - Marketing

Strategic planning, tracking, organizing, and managing marketing development initiatives. Ensuring optimal prioritization, and Project Management for the Product Marketing team with the responsibility of improving overall customer experience and company performance.

- Managed and held accountable for all Product Marketing Projects performed by the company's most active development teams
- Consistently communicated project status, resources, and strategy on all projects to the executive team
- Successfully completed Green-E Energy certification for Ambit
- Introduced hundreds of new products into market ensuring customer growth and positive ROI
- Organized the launch of new products into 26 different markets in only 4 days
- Helped build and design many system repairs to rating which resulted in revenue increases totaling \$16M+ annual revenue
- Managed vendor relationships (including outsourced development and automation of manual tasks) reducing overhead cost and improving efficiency
- Held education and training seminars on Ambit "Products and Pricing" within the company call center
- Winner of "The Finest, and Most Respected Award" (16 out of ~500 employees have achieved this honor)
- Led a team of 6 operational managers and analysts
- Constantly worked to improve systems in order to retain compliance in over 70 commodity markets

RED VENTURES – Charlotte, North Carolina

08/2012 – 05/2013

Director - Save On Energy

ACQUISITION

TRACY HODGE

SAVE ON ENERGY.COM – Dallas, Texas

10/2005 – 05/2013

Vice President - Save On Energy Exchange - 2010

Managed an online exchange sales and marketing channel for commercial and residential energy customers throughout the United States on SaveOnEnergy.com. Helped promote and sell the online exchange channel to all major energy companies, as well as continuously fostering partner relationships. Assisted in building the national platform for the SOE Exchange, as the first of its' kind in the energy industry.

- Assisted in the pioneering, and further growth of the first online national exchange program in the energy industry in 2010
- Identified, analyzed and recommended process improvements to gain efficiencies and enhance effectiveness of the online exchange program
- Tracked overall conversions and managed all reporting for entire program to ensure maximum success
- Designed and implemented life cycle email campaigns for commercial and residential energy customers, and monitored effectiveness
- Managed vendor, and partner relationships
- Helped to create/design and write content for the SaveOnEnergy.com website, which improved overall user experience and site performance
- Supervised and trained a call center on energy industry, and sales processes leading to a 30% increase in sales and overall revenue growth
- Frequently assisted in online marketing strategy while utilizing google analytics
- Helped launch social media campaign
- Assisted in completion of all financial models, analysis, and overall company performance reporting in preparation for the acquisition of Save On Energy by Red Ventures

Director of Customer Relations and Mass Markets - 2007

Meritoriously promoted due to success in maintaining commercial clients and growing company profit. Worked as part of a team of energy specialists, pricing analysts and customer service specialists. Responsible for all pricing initiatives, customer retention, and new customer acquisitions. Managed the bid process from beginning to end. Created and cultivated business relationships with all clients, and major energy companies. Led and developed all customer products and pricing for the company's mass markets division.

- Successfully increased customer count for company. Assisted in growth from start-up to over 1,000 commercial brokerage clients, and many more residential customers
- Exceeded every quarterly goal set forth

Sales Coordinator - 2005

Priced all prospective leads for a total of 6 sales representatives for SaveOnEnergy.com. Responsible for maintaining the business relationships of up to 20 energy providers at all times. Served as the main point of contact for our entire brokerage within the industry. Acted as the liaison between multiple suppliers, and both residential and commercial customers. Responsible for all sales negotiations, pricing, operations, reporting and tracking for the company.

- Created and cultivated essential energy company partner relationships
- Helped to develop and incorporate company sales and service processes, and pricing procedures and reports

TRACY HODGE

EDUCATION

UNIVERSITY OF NORTH TEXAS – *Denton, Texas*

2004

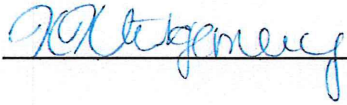
Bachelors - Psychology

Minor in Sociology

- *Dean's List*
- *3rd Vice President 2003 - Zeta Tau Alpha Sorority, Gamma Phi Chapter*
- *Order of Omega Greek Honor Society*
- *Susan G. Komen Race for the Cure Volunteer*

VERIFICATION

I, Kristina Montgomery, Manager, Regulatory Affairs and Government Relations, hereby state that the facts above set forth are true and correct to the best of my knowledge, information and belief, and that I expect to be able to prove the same at a hearing held in this matter. I understand that the statements herein are made subject to the penalties of 18 Pa. C.S. § 4904 (relating to unsworn falsification to authorities).



Dated: May 24, 2018

**BEFORE THE
PENNSYLVANIA PUBLIC UTILITY COMMISSION**

INTERACTIVE ENERGY GROUP LLC :
Application For Approval to Offer, Render, :
Furnish, or Supply Electricity or Electric : Docket No. A-2017-2635016
Generation Services as a Broker/Marketer :
to the Public In the Commonwealth of PA :

CERTIFICATE OF SERVICE

I hereby certify that I have this day served a true and correct copy of the foregoing letter of INTERACTIVE ENERGY GROUP LLC, via First Class Mail in accordance with the requirements of 52 Pa. Code § 1.54 et seq., upon the following:

Bureau of Investigation & Enforcement
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street, 2 West
Harrisburg, PA 17120

Office of the Attorney General
Bureau of Consumer Protection
Strawberry Square, 14th Floor
Harrisburg, PA 17120

Office of Consumer Advocate
5th Floor, Forum Place
555 Walnut Street
Harrisburg, PA 17120

Commonwealth of Pennsylvania
Department of Revenue
Bureau of Compliance
Harrisburg, PA 17128-0946

Small Business Advocate
Commerce Building, Suite 202
300 North Second Street
Harrisburg, PA 17101

Vice President – Energy Supply
Corning Natural Gas Holding Corporation
330 West William Street
Corning, NY 14830

Legal Department
West Penn Power d/b/a Allegheny Power
800 Cabin Hill Drive
Greensburg, PA 15601-1689

Manager Energy Acquisition
PECO Energy Company
2301 Market Street
Philadelphia, PA 19101-8699

Regulatory Affairs
Duquesne Light Company
411 Seventh Street, MD 16-4
Pittsburgh, PA 15219

Office of General Counsel
Attn: Kimberly A. Klock
PPL Electric Utilities Corporation
Two North Ninth Street (GENTW3)
Allentown, PA 18101-1179

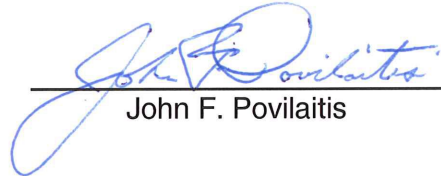
Legal Department
FirstEnergy
2800 Pottsville Pike
Reading, PA 19612

UGI Utilities, Inc.
Attn: Rates Dept. – Choice Coordinator
2525 N. 12th Street, Suite 360
Post Office Box 12677
Reading, Pa 19612-2677

Citizens' Electric Company
Attn: EGS Coordination
1775 Industrial Boulevard
Lewisburg, PA 17837

Wellsboro Electric Company
Attn: EGS Coordination
33 Austin Street
P. O. Box 138
Wellsboro, PA 16901

Date: May 24, 2018



John F. Povilaitis