

From: Cherry, Brian K  
Sent: 7/9/2010 9:49:47 AM  
To: pac@cpuc.ca.gov (pac@cpuc.ca.gov); Deal, Matthew (MJD@cpuc.ca.gov);  
jf2@cpuc.ca.gov (jf2@cpuc.ca.gov); Frank Lindh (frl@cpuc.ca.gov)  
(frl@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: FW: Organizational Change in Regulatory Relations

FYI. This change was announced last month internally and I wanted to share it with you. It represents an real opportunity for career growth for both Trina and Erik. If you have any questions, please don't hesitate to call.

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**From:** Cherry, Brian K [<mailto:BKC7@PGE.COM>]  
**Sent:** Thursday, June 10, 2010 8:16 AM  
**To:** SVP Reg Rel Organization; Lontoh-Skarsgard, Sonita; All PGE Officers; Steel, Brian; Jacobson, Erik  
**Subject:** Organizational Change in Regulatory Relations

I would like to introduce Erik Jacobson as the new Director, Regulatory Relations. Effective July 1, Erik will be taking on advocacy responsibility in the Market Structure and Procurement area so Trina Horner can focus on her developmental assignment in Jane Yura's organization. Erik returns to Regulatory Relations from PG&E Corporation where he served as Director of Corporate Strategy and Development. During his time in Strategy and Development, Erik played a key role in launching PG&E Corporation's first ever tax-equity investment in a solar company. Erik comes to us with a diversified background as an independent consultant specializing in regulatory litigation and business advisory services and as a former Managing Associate with PriceWaterhouseCoopers in their energy utilities management practice. Erik also served as Deputy Director of the Division of Ratepayers Advocates, as the Director of Strategic Planning and as Energy Advisor to the Office of the President during his tenure at the California Public Utilities Commission. Erik is a graduate of the University of California at Berkeley, where he earned his Master of Business Administration Degree from the Haas School and is a graduate of University of California at Davis, with a Bachelor of Science degree in in Wildlife and Fisheries Biology. Erik is also a recognized author who has published articles in Public Utilities Fortnightly, the premier magazine of the energy utility industry. Please welcome Erik to his new role in Regulatory Relations.