

From: Simon, Timothy A.  
Sent: 1/3/2012 7:35:57 PM  
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7)  
Cc:  
Bcc:  
Subject: Fw: [Redacted] Peak Day Pricing Position Application

Happy New Years! Can you meet with this candidate? She is Doug's sisters God Daughter. Sharp! We also should have breakfast or dinner soon! Regards,  
Commissioner Timothy Alan Simon  
California Public Utilities Commission  
Chairman, NARUC Committee on Gas

**From:** [Redacted]  
**Sent:** Tuesday, January 03, 2012 07:00 PM  
**To:** Simon, Timothy A.  
**Subject:** Kandeia Mosley Peak Day Pricing Position Application

Commissioner Simon,

Hello and Happy New Year! I hope you and your family enjoyed the long winter holiday.

Over the break, I applied for Program Marketing Manager, Expert, Peak Day Pricing position at PG&E (I've included the job description below). I was pleased to learn that the hiring freeze for full-time positions had been lifted for the Solutions Marketing Team, and decided to submit an application.

[Redacted] suggested I apply, and I am planning to meet with him if possible to learn more about the role and other full-time positions that may be opening up.

I will contact you again after I learn more about the position from Doug and others, and determine whether I'd be a good fit. I've attached the resume and cover letter I submitted for this role in particular.

Thank you again for all of your support. I look forward to our meeting regarding the Abengoa project on the 18th.

Sincerely,

[Redacted]

**Program Marketing Manager, Expert, Peak Day Pricing - 11008868**

**Program Marketing Manager, Expert, Peak Day Pricing, SMB market**

## San Francisco, CA

### Overview of Role:

As a member of the Solutions Marketing team, you will work with the Manager, Peak Day Pricing(PDP) Strategy to develop and implement the customer outreach strategy for PDP, targeting Small and Medium Business (SMB) customers. This role is primarily responsible for the strategy around and creation of all customer outreach creative deliverables developed internally and via external vendors. Significant coordination is needed among several stakeholders across the organization to route and reconcile feedback and gain approval on deliverables. Additionally, the role is responsible for coordinating reports that update internal management and the California Public Utilities Commission (CPUC) on the progress of the initiative, involving financial, outreach and performance metrics.

### About Peak Day Pricing

PDP is a new demand response pricing plan for business customers supported by the California Public Utilities Commission as an important component of California's statewide energy policy. This pricing plan offers a lower price on electricity from May through October in exchange for higher prices on 9-15 "Event Days" a year, and is designed to encourage reduced energy usage during high demand periods in order to improve reliability of the grid, decrease the need for additional power plants, and reduce greenhouse gases. SMB customers will start transitioning to new time-of-use rates in November, 2012 and Peak Day Pricing in November 2014.

### Primary Responsibilities:

- Thought leadership and strategic marketing direction while developing and executing the SMB outreach plans.
  - o Provide thought leadership in the development of comprehensive data-driven, marketing plans that will accomplish clear goals and enhance the broader understanding of our customers
  - o Host weekly team meetings with Energy Solutions & Service (ES&S), Customer Insights and vendor teams to align resources on week's activities, priorities and resolve outstanding issues
  - o Maintain marketing/advertising outreach calendar.
  - o Optimize tactics and events to support roll-out efforts, determine strategy for communicating plans and activities to appropriate internal stakeholders, making strategic recommendations for improvement when necessary.
- Orchestrate creation of creative and-as appropriate-analytics and data deliverables, which range from advertising and direct-to-customer marketing pieces, to Sales & Services presentations and turn-key communications, to collateral and web updates.
  - o Work with external creative agency to guide development and delivery of advertising materials. Responsibilities include developing briefing materials, managing timelines and budget, coordinating presentations and feedback, and monitoring overall integrity of produced materials.
  - o Manage and/or assist in creating and editing presentations and outreach materials such as PowerPoint files and customer welcome/awareness kits
  - o Assist in drafting, routing, and editing press releases and other PR materials
  - o Assist in execution of events, such as trade/industry-sponsored events, conferences, employee training, and internal/external meetings. Travel to and work at events as needed.
  - o Ensure event materials and promotional products are produced without errors, communicated to internal parties and inventoried appropriately
- Support the delivery of ongoing and ad hoc reports as required by internal management and CPUC requests.
  - o Support development CPUC reports, coordinate input from key stakeholders, write content, route for approvals, and edit as necessary regarding SMB outreach. CPUC reporting requirements include, but are not limited to:

- o Support internal updates to senior leadership on status of SMB outreach.
- Oversee budgets for the team on SMB outreach
- o Maintain visibility into burn rate, progress against budget, and potential overages/underages
- o Provide manager with regular updates on projected burn and propose solutions for controlling costs where needed
- Support special projects as assigned by management

**Minimum Qualifications**

- 8+ years of experience managing the development and delivery of marketing materials, defining strategic objectives, setting metrics and measuring performance
- Demonstrated project management skills
- Experience in Business to Business marketing and sales
- Strong written communication skills with ability to write original content for marketing and communication materials, and business presentations
- Advanced analytical and organizational skills with excellent attention to details
- Ability to work in a fast-paced, team driven environment
- Proven ability to foster trust and collaborative partnerships with colleagues and internal stakeholders
- Bi-lingual writing skills a plus
- Experience working in environmental or energy related field a plus
- Bachelor's degree in Marketing or Business required; MBA preferred

Pacific Gas and Electric Company is an AA/EEO employer that actively pursues and hires a diverse workforce

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