

**HELEN PLATIS, MBA
ERA Inc.**

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SENIOR MANAGEMENT EXECUTIVE

STRATEGIC PLANNING/OPERATIONS/BUSINESS DEVELOPMENT/SALES/MARKETING

Senior Executive offering over 20 years general management experience with private and public sector companies – within small and large organizations. Strong track record in leading cross-functional teams, structuring and negotiating complex transactions and spearheading business transformation and change management initiatives across multiple markets to deliver on critical business priorities. Accomplished public speaker with works published in national and international symposiums and conference proceedings.

PROFESSIONAL AFFILIATIONS

Board Member - Ontario Energy Association - working with over 210 members to establish energy policy and influence industry developments across Canada; working closely with governments and regulators on establishing and defining energy policy

Developing **Women in Energy Forum** to bring industry participants together for information exchange, mentoring and learning in an informal setting

Vice Chair, **Technology and Conservation Committee**, leading a group of representatives from over 30 leading energy companies to develop industry positions on key issues

PROFESSIONAL OVERVIEW

ERA INC. OPERATIONAL SOLUTIONS

Vice President, Operational Solutions

Responsible for managing the team focused on:

- **Business Process Improvement** – developing and implementing process improvements designed to create efficiency gains, address regulatory challenges or enhance the customer experience; includes review and documentation of key business processes and related internal and external system interfaces
- **Restructuring** – reviewing focus and execution of organization to determine effectiveness in priority setting, targeting and managing existing and new business

opportunities; includes review and develop of strategy, performance objectives and metrics/scorecards

- **Coaching and Talent Management** – using interviews, testing and analysis to address retention, succession planning, team dynamics and career development challenges; includes development plans and coaching/mentoring for groups or individual members of a team from junior Managers to seasoned Executives

DIRECT ENERGY

2002 - 2007

North America's largest competitive energy and home services retailer, with over 5 million customer relationships across residential and business markets; an international parent (Centrica PLC) and over 2500 employees in Canada.

Vice President, Operations Canada

2006 - 2007

Vice President, Strategic Operations

2003 – 2006

Director/Regional Vice President, Product Management

2002 – 2003

Leading multi-disciplinary teams (Operations, Sales, Marketing, Finance, IS and Regulatory) to identify and address key issues affecting competitiveness of business units throughout North America

Accomplishments

- Managed Operations across multiple markets in Canada including internal teams and outsourced customer care and collections vendors; negotiated opportunity to offshore selected business processes to India, within next 12-18 months
- Developed and implemented Six Sigma process improvements reducing customer churn, while preparing business for regulatory changes that allow full customer mobility in the Ontario market – major changes to 20 key business processes and over 30 internal and external system interfaces
- Restructured Operations team from regional focus to pan-Canadian, allowing for best practices across Alberta and Ontario markets plus entry to new market in British Columbia – managing operations for both regulated and de-regulated customers in Alberta market
- Negotiated contract and lead a multi-disciplinary implementation team to outsource back office operations in Texas market
- Managed product design and development, marketing and communications for natural gas, electricity, heating/air conditioning, home services and home improvements product lines; restructured team to focus on growth opportunities, by market and product area
- Maintained P&L accountability for Manitoba market

UNION GAS

1997 - 2002

One of Canada's largest natural gas distribution companies operating in Ontario with an international parent (Duke Energy); 3000 employees and over 95% market penetration.

Manager, Market Planning and Evaluation

1999 - 2002

Senior Market Planner

1998 - 1999

Supervisor, Energy Efficiency Marketing

1997 - 1998

Member of the Sales and Marketing team responsible for planning and implementation of specific targets for revenue, market growth and Demand-side Management (DSM), enabling more disciplined timely and accessible analysis of activities and results

Accomplishments

- Created the first integrated 5-year sales and marketing plan for Union and Centra Gas including over 20 programs, for residential, commercial, industrial and low income customers
- Designed a process and a supporting system (DSMT) to plan, measure, report and evaluate on progress towards objectives for both market growth and DSM programs
- Participated in 4 successful regulatory hearings before the Ontario Energy Board (OEB) - acting as lead witness, preparing evidence, answering interrogatories and negotiating company position with stakeholders during arbitration discussions

COGNITIVE SOLUTIONS

1995 –1996

Consulting – Senior Associate

An independent self-employed economist and consultant within a strategic alliance serving private and public sector organizations and special interest groups dealing with environmental concerns

Accomplishments

- Developed award winning Voluntary Climate Change Action Plan for Consumers Gas, NRCAN 1996
- Planned and executed first Reuse Conference, over 350 delegates and 20 internationally recognized speakers
- Lobbied successfully on behalf of the Brewers of Ontario to win recognition as an environmentally friendly corporate citizen, awarded the Ecologo label

ONTARIO HYDRO

1988 – 1994

The largest electric utility in Canada with generation, transmission and distribution services provided to over 4.5 million customers in the province of Ontario. A series of rapid promotions as follows:

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| <i>Senior Planning Analyst</i> | 1993 |
| <i>Evaluation Manager</i> | 1992 |
| <i>Evaluations Analyst</i> | 1991 |
| <i>Policy Analyst</i> | 1990 |
| <i>Load Forecasting Analyst</i> | 1989 |
| <i>Economic Analyst</i> | 1988 |

Responsibilities included forecasting and load analysis, program evaluation, environmental and conservation program planning and evaluation

Accomplishments

- Lead a team of 20 individuals in assessing the project impacts of a community-based conservation program in Espanola, Ontario

- Developed the inputs for a customized Environmental Module (for DSStrategist) that calculates greenhouse gas emissions reductions specific to the Ontario Hydro fuel mix and quantifies the benefits of conservation programs
- Successfully completed Masters Level thesis exploring the impact of variable rate (or Time of Use) pricing on the demand for electricity in households across Ontario

ACADEMIC ACHIEVEMENTS

Executive MBA

Rotman School of Management (U of T) – Dean's List - 2000

Master of Arts in Economics

University of Toronto -1990

Bachelor of Arts (Honours) In Economics

Queen's University - 1989