
Cheryl Myfanwy Morgan

Electricity Industry Consultant and Journalist

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Qualifications

Twenty years experience in developing electricity markets, including two based in Australia and two in the USA. Work with governments, regulators, utility companies (before and after reform), energy marketers, industry magazines and investors.

Also ten years experience as a software professional, including creating and managing the development team for a small start-up company.

Accomplishments

- Development of a model for simulating behavior in a competitive generation market, initially for the UK market, but subsequently modified for use in Australia, South Africa and various markets in North and South America, Europe, the Middle East and Singapore.
- Developed and presented training courses on valuation of derivatives and risk management in energy markets for leading supplier of derivatives software.
- Development of models for analyzing cash flows and risk management provided by hedging contracts in an electricity market (used in both the UK and Australia). Advice to various companies on risk management.
- Major multi-client reports on: the impact of the Internet on energy retailing; green power markets; US wholesale electricity markets; metering and billing in US utilities; the California electricity market; and the competitive market for residential electricity supply in the UK.
- Advice to consortia bidding to purchase power stations in Victoria, including the risks likely to result from the planned National Electricity Market and the probable level of prices within that market. This included liaison with financial modelers from merchant banks.
- Various client-specific consultancy reports on a range of topics including: energy efficiency; price forecasting; deregulation strategies; electricity trading; and emissions regulations.
- Developed and presented training courses on energy derivatives and risk management for a London-based training company.
- Guest speaker at a range of electricity industry conferences and training courses including in India and Korea.
- Represented company on the executive of the National Electricity Marketers Association, focusing on risk management issues.
- Advice and assistance to various companies looking to implement software systems to help manage their business in a competitive market.
- Advice to a UK software company on business opportunities in energy trading. This included training the sales force on energy market issues, helping design a product offering and preparation of a bid for provision of a large-scale trade capture and risk management system to a major UK generator.
- Features Editor of UK Powerfocus, an electricity industry magazine.
- Work for clients in a range of countries including South Africa, Korea, Thailand, India and Sweden as well as the UK, Australia and USA.

Employment History

MORGANENERGY, Bridgwater, UK & San Francisco, USA (1997-2001, 2003-current)

Founder and Chief Executive of MorganEnergy, providing products and services related to energy economics. Clients include Royal Bank of Scotland, Jardine Lloyd Thompson, Centrica, London Economics, FEA, Platts, Korean Power Exchange, IFF, Menlo Energy Economics, FT Energy, Dynegy, The CWC Group, Power Ink, National Grid Company, RMI, Zai*Net, Convector Consulting NA, Ilex and Syseca.

FINANCIAL ENGINEERING ASSOCIATES, Berkeley, USA (2001-2003)

Energy Markets Specialist, responsibilities include helping with model design, managing training department, speaking at seminars and training courses, writing magazine articles and customer support. Wide range of experience in derivatives valuation in the energy industry and Value-at-Risk as applied to the energy industry.

LONDON ECONOMICS, Melbourne, Australia (1995-1997)

SENIOR CONSULTANT: Continued development of electricity industry tools, primarily in Australia, but also in California (Pacific Gas & Electric) and South Africa (Eskom). Advice on electricity market reform to Australian Federal and State governments. Provision of tools and advice to market participants. Advice to consortia bidding to purchase power stations in Victoria. Cost-benefit analyses of proposed major transmission projects.

LONDON ECONOMICS, London, UK (1991-1995)

SENIOR CONSULTANT: Management of software development functions within the company. Development of software tools for economic analysis of the electricity, water and gas industries. Consultancy to electricity companies and government bodies on electricity market issues.

TMI TECHNOLOGY, Colchester, UK (1989-1991)

TECHNICAL MANAGER: Management of computer systems and development team. Responsible for four programmers and one technical support person. Continued development of software for Time Manager International (see Sapphire below). Collaboration with TMI offices around the world on projects to translate software to other languages.

SAPPHIRE INTERNATIONAL, Romford, UK (1986-1989)

SOFTWARE CONSULTANT: Work on small business accounts suite. Design and development of a personal organizer program for Time Manager International.

JARMAN SYSTEMS, Tring, UK (1984-1985)

SENIOR PROGRAMMER: Work on small business accounting suite for Apple II and IBM PC.

HOSKYNS, London, UK (1980-1982)

PROGRAMMER: Work on hotel guest accounting system.

Education

BSc Chemistry with Oceanography, Southampton University, England, 1978. Two years work in postgraduate department of the Department of Oceanography.