

Rob Cleveland

Senior Project Manager, Power Markets & Transmission Analysis

DNV GL

Mr. Cleveland is an energy industry consultant with more than 17 years of experience analyzing the economics and impacts of electric generation and power systems. His expertise in power markets modeling, strategic analysis, and project management are keys to his successful consulting engagements. He is recognized as an expert in nodal market modeling and fundamental price forecasting. His current areas of focus are wind curtailment and integration, power market price forecasting, generation and load strategy, FTR and ARR valuation and strategy, and economic transmission analysis.

Career History

GL Garrad Hassan/ DNV GL

Senior Project Manager, Power Markets & Transmission Analysis, June 2011 - present

Leader in the new PMTA group, focused on managing consulting projects and supporting business development activities:

- Direct and deliver successful PMTA projects
- Participate in PMTA business development, including marketing and proposals
- Establish and maintain mutually beneficial client relationships

Ventyx

Director, 2009 - 2011

- Leader – managed staff of 15 consultants in consulting and software services group, including nodal analysis and resource planning areas.
- Business Development – led business development activities for consulting with utility companies, including proposal development and interface with core sales staff.
- Strategic Consulting – Managed key projects in the nodal markets practice: price forecasting, FTR analysis, economic transmission planning, curtailment analysis, and ISO cost-benefit assessment.

Product Manager, 2006 – 2009

- Responsible for analytics software portfolio, including PROMOD IV, MarketPower, Strategist, and Powerbase.

PROMOD IV Service and Development, 1998 – 2006

- Advisory Service – Provided strategic advice and training to PROMOD IV clients, responsible for specific client accounts.
- Development – managed software development agenda, software releases, and staff; designed break-through enhancements in PROMOD IV security-constrained unit commitment logic

Professional Experience

Selected key consulting engagements led by Mr. Cleveland include:

- *Wind Curtailment Risk Studies (2011 - 2013)* – In two years Mr. Cleveland conducted curtailment risk studies for over twenty wind projects in SPP, MISO, WECC, PJM, ISO-NE, ERCOT, IESO, and Maui. Studies quantified and characterized the risk of congestion-related curtailment based on market simulation results, historical data and contracts, and market research.
- *Analysis of Cleco Participation in MISO Market (2011 - 2012)* – Mr. Cleveland consulted with Cleco to provide an independent assessment of the benefits and impacts of joining the MISO energy market. Mr. Cleveland provided testimony on Cleco’s behalf filed with the Louisiana Public Service Commission. Previous FERC study results were assessed and additional scenarios constructed to analyze the impact of various market conditions on study benefit results. Additional work included analysis and strategic advice related to joining an RTO: 1) a study of the production cost benefit and potential cost allocation of proposed regional transmission projects, 2) guidance and strategic advice regarding the additional transmission cost and compliance cost associated with FERC Order 1000, 3) assessing the impacts of joining an RTO on future wholesale load and capacity growth, including congestion cost forecasts and potential FTR activities, and 4) assessing RFP bids operating within a MISO market.
- *Economic Benefit Study for Rock Island Clean Line Project (2012-13)* – Mr. Cleveland performed the modeling and analytical work to assess the environmental and economic impacts of a new HVDC transmission project to transport energy from wind projects in high wind resource areas in western Iowa into the Chicago area in Illinois. The analysis included the development of four different future economic scenarios with detailed nodal simulations performed for 2016 and 2020. The study results were included in expert witness testimony supplied by GL GH in support of Clean Line Energy’s October 2012 filing. The full study report is posted on the Clean Line Energy website at: <http://www.rockislandcleanline.com/site/page/environmental-studies>
- *Fleet Congestion Study for an electric utility in Wisconsin (2012)* – Mr. Cleveland performed a comprehensive congestion study for a Wisconsin-based utility to assess the impacts of future conditions on congestion costs. Simulations were performed for 2013, 2017, and 2020 under four different future market scenarios, along with multiple sensitivities for each case examining impacts of unit retirements. A validation task was performed for the 2013 study year to align the model with recent congestion patterns and benchmark the model to historical unit operations. Study results focused on LMP values and congestion costs between generators and delivery points, including calculation of FTR values as a possible means of hedging congestion costs.

Academic History

M.S., Public Policy, Georgia Institute of Technology, Atlanta, 1996

B.S., Mechanical Engineering, Georgia Institute of Technology, Atlanta, 1991