

## WILLIAM A. MONSEN

### PROFESSIONAL EXPERIENCE

**Principal**  
**MRW & Associates, LLC**  
**(1989 - Present)**

Specialist in electric utility generation planning, resource auctions, demand-side management policy, power market simulation, power project evaluation, and evaluation of energy cost management options. Typical assignments include analysis, testimony preparation, and strategy development in large, complex regulatory efforts pertaining to utility mergers, independent or merchant power, renewable energy resources, and wholesale or retail electric prices; analysis of markets for non-utility generator power in the western U.S., China, and Korea; evaluation of the cost-effectiveness of onsite power generation options; advising large commercial and industrial customers on energy management and cost-reduction options; analysis of the value of incentives and regulatory mechanisms in encouraging utility-sponsored DSM; and negotiating non-utility generator power sales contract terms with utilities.

**Energy Economist**  
**Pacific Gas & Electric Company**  
**(1981 - 1989)**

Responsible for analysis of utility and non-utility investment opportunities using PG&E's Strategic Analysis Model. Performed technical analysis supporting PG&E's Long Term Planning efforts. Performed Monte Carlo analysis of electric supply and demand uncertainty to quantify the value of resource flexibility. Developed DSM forecasting models used for long-term planning studies. Created an engineering-econometric modeling system to estimate impacts of DSM programs. Responsible for PG&E's initial efforts to quantify the benefits of DSM using production cost models.

**Academic Staff**  
**University of Wisconsin-Madison Solar Energy Laboratory**  
**(1980 - 1981)**

Developed simplified methods to analyze efficiency of passive solar energy systems. Performed computer simulation of passive solar energy systems as part of Department of Energy's System Simulation and Economic Analysis working group.

### EDUCATION

M.S., Mechanical Engineering, University of Wisconsin-Madison, 1980  
B.S., Engineering Physics, University of California, Berkeley, 1977