



Los Angeles Area  
Chamber of Commerce

## **Jonathan M. Jacobs, Ph.D.**

### PA Consulting

Jonathan Jacobs is a Managing Consultant in PA's Global Energy Practice. He has twenty-four years' experience as a consultant, manager and analytical tool builder, including nineteen years' experience in the electricity industry on both the regulated and unregulated sides.

He has served as an Independent Evaluator of renewable resource RFOs for a California utility and has provided testimony to state and Federal regulators on the reasonableness of utility practices, appropriate risk metrics, and other topics. He has supported clients in revenue and cash flow forecasting, in the analysis of ongoing developments in the California energy market and in the areas of price forecasting and asset valuation, particularly when incorporating uncertainty effects.

Prior to joining PA he served as Director, Market and Financial Modeling for a deregulated energy retailer. In that position he was responsible for the methods and tools the company used to price retail power contracts, for competitive analysis of utility rates, for monitoring the progress of electric industry restructuring in various jurisdictions to identify profitable target markets, and for forecasting the company's own load obligations.

He has worked on diverse modeling applications including hydro forecasting and scheduling, contract valuation, portfolio analysis and system reliability modeling. He has developed large and small decision support systems, developed algorithms and managed million-dollar projects. His doctorate is in mathematics.