

## Adrian Woolcock, MBA

### Managing Principal - ProSidian Consulting

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As Managing Principal, Adrian Woolcock leads daily business operations and oversees the execution of ProSidian Consulting's global strategy and initiatives. Adrian founded ProSidian in 2008 in Wilmington DE with a firm focus on client results first and foremost through a culture where team dynamics, entrepreneurial spirit, and respect for the individual form the cornerstone of advisory services. Adrian has a long track record of engaging clients to develop and execute strategies focused on driving business performance. ProSidian is a management and operations consulting firm with a reputation for its strong national practice spanning six solution areas including Risk Management, Energy & Sustainability, Compliance, Business Process, IT Effectiveness, and Talent Management. We help clients improve their operations.

Adrian Woolcock has a long track record of engaging clients to develop and execute business strategies that are focused on driving business performance. For over eighteen (18) years, Adrian has delivered excellence in client service through deep industry expertise, a healthy balance of business and technology solutions, and a collaborative, teaming style that distinguishes him from his peers. He has experience in industry as well as management and operations consulting with both Big Four and F1000 companies. Working with a team of tenured executives, Adrian oversees all ProSidian business groups and functional disciplines including marketing, sales and client delivery. Adrian has played a central role in ProSidian's dramatic expansion and Go-To-Market strategy, managing ProSidian's organic growth including the integration and assimilation of new solution offerings.

Comprised of former Big Four Management Consultants; ProSidian's multidisciplinary teams bring together the talents of nearly 190 professionals nationally to complete a wide variety of engagements for private companies and government agencies of all sizes. Under Adrian's leadership, ProSidian has consistently delivered operating metrics among the very best and has been routinely recognized with high-profile growth and performance awards. In 2012 ProSidian was awarded a US General Services Administration (GSA) MOBIS Contract (#GS-10F-0309Y) and Ranked 80 of 100 Diversity-Owned Business by [www.DiversityBusiness.com](http://www.DiversityBusiness.com).

### Professional Experience

Prior to forming ProSidian, Adrian gained fifteen (15) years of experience in the Oil, Gas, Electric, and Utilities industry in the area of risk management, structuring, power/gas commodity pricing, energy trading/scheduling, purchasing, and special projects. Adrian started his career at Enron Corporation in Houston, Texas as a Process Development Analyst establishing national and regional purchasing agreements in support of Enron's TransWestern, Northern Natural Gas, and Florida Gas Pipeline Companies.

He later served as a Pipeline Services Company comptroller managing budgeting, planning, and general

administration for Enron Gas Pipeline Group's \$30 MM Operations Technical Support organization. He has had progressive responsibilities including special projects as assigned by Enron's Global Energy Services Executive Office for budget planning, California Power Market Crisis Taskforce, space management initiatives, sourcing risk management, retail energy customer satisfaction, counterparty evaluation, deal structuring, and new business development.

Other industry experience includes serving as an Energy Trader for NRG Power Marketing with responsibility for financial and physical power trading of various generating assets in the North Central United States. He was also responsible for all aspects of risk management, strategy, and execution of the Natural Gas (\$150 MM) and Electricity (\$127 MM) portfolios as Chief Energy Buyer for over 62 facilities owned and operated by MeadWestvaco Corporation. Adrian gained progressive experience as Senior Associate in KPMG, LLP's Energy and Utilities – Risk Advisory Services Practice followed by roles as Sr. Manager at Ernst & Young, LLP in the Energy Trading and Risk Management Practice and Global Oil and Gas Center. Adrian also served as a Principal at SunGard Consulting Services focusing on Risk and Energy Management, Compliance, Business Process, and Project Management.

A former trader, energy structurer, and chief industrial energy buyer, he has facilitated client engagements focusing on natural gas/electricity pricing, structuring and hedging, enterprise risk management, merchant energy mergers and acquisitions, and SOX 404 auditing. He has worked in a matrix capacity as a management consultant on enterprise Power and Gas Risk Assessments, Hedging Strategy Reviews, Department of Defense Business Transformation (Business Management Modernization Program), Sarbanes Oxley 404 Auditing, IT General Controls and System Access Auditing, Energy Trading System Auditing, Energy Sourcing, Business Continuity Management, Business and Functional Requirements Gathering for trading and deal capture systems, as well as Enterprise Risk Management and Reporting.

He has worked to provide consistent and uniform presentation of industry insights and key capabilities by teaming to build a network of Partners and other levels of management to track activities and best practices which can be leveraged across industry sectors. He has participated in the development of thought leadership around Oil & Gas and Utility Industry perspectives and other initiatives including big market bets to include oil sands, alternative energy, LNG, and National Oil Company initiatives.

### Representative Examples Of Experience

- **U.S. Federal Deposit Insurance Corporation (FDIC):** Program Manager, Subject Matter Expert, and Managing Principal for client service

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- **U.S. Department of the Interior (USGS):** Participated with security clearance on the 2005 Fiscal Year Federal Information Systems Controls Audit Manual (FISCAM) IT Audit of the U.S. Department of the Interior (USGS).
- **US Department of Defense Business Management Modernization Program:** Participated with security clearance in various functions as part of the DOD effort to transform business systems and processes and achieve an auditable balance sheet with a single Business Enterprise Architecture (BEA).

### Additional Experience

- **City Of Philadelphia (PGW):** Participated in the Year Financial Audit of PGW, which is the largest publicly owned United States Gas Utility.
- **National Energy & Gas Transmission (NEGT):** Risk assessments of various operating divisions within NEGT, which owns 100% of two large natural gas pipelines in the western United States along with a portfolio of merchant Power Plants and Independent Power Producing (IPP) Units.
- **Progress Ventures:** Led an engagement to assess, develop, and implement Enterprise Risk Monitoring and Reporting for the Regulated Holding Company.
- **Mirant Corporation:** Participated in an external audit for Sarbanes-Oxley 404 compliance of the integrated asset management and energy-marketing organization's California and Mid-Atlantic portfolio and operations.
- **Progress Energy (PEF):** Led an assessment team in the review of Regulated Utility Hedging Strategy, developed in response to and to satisfy requirements stipulated in the Florida Power Corporation's August 9, 2002 Proposed Resolution of Issues docket no. 011605-EI.
- **Pulse Corporation.** A Technitrol Company: Facilitated Sarbanes-Oxley Section 404 Audit of IT General Controls and System Access Controls at Technology/Chip Manufacturer.
- **NRG Power Marketing, Inc.:** Mr. Woolcock has participated in the Sarbanes Oxley 404 audit of the Merchant Energy provider's PMI division.
- **Williams Companies Inc.:** Served as a trusted advisor to facilitate an operational risk review of audit documentation covering significant accounts/processes/controls/risks related to the Power and Natural Gas Trading (B08, B09), Contracts Management (B10), and Curve Set-up & Management (B11) Processes.
- **BP North America Gas and Power:** Assisted with the SOX 404 review as part of the 2006 BP Integrated Audit.
- **Vectren Corporation:** Managed a project covering a review of primary drivers identified as causes for variances in the end of period calculation for Lost and Unaccounted-for Gas (LAUFG).

- **AstraZeneca Corporation:** Energy Trading Risk Management - Utility Strategy engagement for the global pharmaceutical company.
- **Wachovia / Wells Fargo:** Served as Project Manager (Energy Trading - Tech I) on Technology Staff Augmentation engagement to create tools and frameworks for integrating existing/new applications with Endur as part of the client's Trading Analytics/BI/DW Group.
- **Florida Power & Light (FPL):** Project Manager/SME Power Trading Deal Capture Solution - The engagement included an initiative to design and develop a custom built application, Phoenix, to facilitate FPL's full-featured energy trading business in their regulated and unregulated trading organizations.
- **Hof Textiles:** Project Manager/SME to provide a review and assessment of current energy consumption, contracts and purchasing (especially natural gas) options for the USA and German Manufacturer of thermally bonded, needle punch and stitch bond nonwovens for automotive, industrial and apparel applications.

### Education & Certifications

Adrian holds a B.A. in Business Management and Sports Management from Rice University and a MBA in Finance from the University Of Houston Bauer College Of Business.

He has been invited and participated in the Dartmouth College - Tuck School of Business high-impact program: Building a High-Performing Minority Business (May 2011).

### Awards & Professional Associations

Throughout his career, he has actively participated in leadership forums and community development efforts through organizations such as NABA, AUBE, and Junior Achievement.

Adrian is a participant in Leadership Charlotte Class XXXII and served as Metrolina Charlotte RAC MBEIC Chair on the CMSDC Board as well as the board of the McColl Center for Visual Art.

Adrian was selected one of the Charlotte Business Journal's Top 40 Under 40 for 2012.

In 2013 Adrian was nominated as the SBA North Carolina District 2013 Small Business Person of the Year Award as part of National Small Business Week for being an outstanding leader that is growing business, innovating solutions, increasing jobs, and overcoming adversity while also contributing to the community.