



Marc L. Ulrich

Vice President, Renewable & Alternative Power
Southern California Edison

Marc Ulrich is vice president, Renewable & Alternative Power for Southern California Edison (SCE), one of the nation's largest utilities. He is responsible for the management and growth of SCE's portfolio of renewable and alternative power contracts. He is also responsible for policy matters related to renewable and alternative resources. He was named to his current position in 2009.

Prior to his current role, Ulrich was director of Energy Planning for SCE where he was responsible for resource and procurement planning, forecasting, and analytics. His group conducted contract and portfolio valuations, procurement risk measurement, associated stress-case collateral estimates, price forecasting, revenue forecasting, procurement requirements forecasting, resource optimization, and least-cost dispatch for all of SCE's owned and contracted power plants and supply resources. Ulrich also had responsibility for natural gas planning and quantitative analytics, as well as transmission analytics and procurement associated with SCE's marketing affiliate activity in wholesale energy markets.

Ulrich joined SCE in 2002 as Manager of Risk Control in Energy Supply & Management (ES&M). In this role he was responsible for creating and developing ES&M's mid-office risk control responsibilities including market-to-market valuation, forward market price curves, limit monitoring, deal confirmation, and risk reporting.

Prior to joining SCE, Ulrich was director of risk management for Econ One Consulting. In that role, he co-founded a new branch for management consulting in areas of risk management, procurement business strategies, financial forecasting, and retail energy services. Prior to Econ One, Ulrich held similar positions at Enron, Georgia Power, and Southern Company.

Ulrich earned bachelors and masters degrees in economics from San Jose State University and graduated with honors with a Ph.D. in economics from Auburn University.

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