

RUDY D. GARZA

757 Treaty Oak • San Antonio, TX 78258 • (210)793-5984 • rdgarza@cpsenergy.com

CAREER HIGHLIGHTS

- Electric Utility Industry Restructuring: Highly involved as industry stakeholder in the deregulation of the electric market in Texas from 1999 – 2002, including electronic transaction protocol development, development of rate structure for regulated wires businesses, contract terminations for services deemed competitive, and a rate case at the Public Utility Commission of Texas which unbundled multiple business units into separate competitive entities.
- Gas Utility Asset Divestiture: Member of the project team and led the due diligence team which divested of TXU Gas in the \$500M sale of gas utility assets to Atmos Energy in 2003-2004.
- Electric Utility Privatization: Responsible for the legislative affairs component of the largest private equity buy-out in U.S. history (at the time) in the privatization of TXU Corp. by KKR and Texas Pacific Group in a \$45 Billion transaction in 2007.
- Public-Private Partnership Development: Responsible for the project team that developed a model for public private partnership development in the operation of multiple public golf course assets by Foresight Golf in Corpus Christi in 2011. This partnership took assets that were operating at a growing multimillion dollar negative cash flow and put them on a path to solvency within a 7 year period.
- Municipally-Owned Utility Rate Case Execution: Implemented a successful rate plan within CPS Energy through the City of San Antonio that sought approval for a 4.25% rate adjustment with a financial impact of over \$60 Million on an annual basis in 2013.
- State Legislature/Congressional Execution: Legislative responsibilities have spanned seven legislative sessions from the 78th through the 84th Sessions of Texas with direct involvement in the passage of over 30 bills, which all became law. Congressional experience includes four congressional cycles.

EXPERIENCE

CPS ENERGY, San Antonio, Texas

Vice President, External Relations, March 2012 – Present

- Member of the Senior Leadership Team • Responsible for developing and implementing the organization's political engagement strategy with federal, state and local officials, regulatory agencies and key policymakers, which includes both the City of San Antonio and 29 suburban cities within Bexar County • Provide insight and advice to the CEO and the senior executive team regarding current and emerging federal and state policy issues • Identifying significant areas of legislative and policy opportunity or risk for internal consideration and analysis • Serve in a leadership role in relevant trade and industry associations to develop policy and leverage areas of common interest • Provide strategic direction for external relations with counties, suburban cities, military officials, community business leaders, and special interest groups • Develop and direct a legislative program to advocate and promote the objectives and business plans of CPS Energy during the 83rd Texas Legislative Session and 112th and 113th U.S. Congressional Sessions achieving a success rate of 94%

CITY OF CORPUS CHRISTI, TEXAS

Assistant City Manager, Business Support Services & Director, Intergovernmental Relations, March 2008 – March 2012

- Member of the City's Senior Leadership Team • Responsible for Development Services Function • Coordinate Community Economic Development initiatives including the relationship with local Chambers of Commerce and the Corpus Christi Regional Economic Development Corporation

RUDY D. GARZA – PAGE 2

- Responsible for Downtown Revitalization and City Tourism initiatives, including oversight of the American Bank Convention Center facility, Corpus Christi Museum of Science & History, and the Convention & Visitors Bureau relationship
- Responsible for oversight of Corpus Christi International Airport operations
- Charged with development and administration of the City's State & Federal Legislative Agenda
- Responsible for keeping the Mayor and City Council informed about current developments in the 81st and 82nd Texas Legislative Sessions and the 111th and 112th United States Congressional sessions
- Promote regional cooperation among business, education, local government and other community stakeholders on issues impacting the Coastal Bend region
- Work with the City departments on matters before all state agencies and targeted federal agencies, such as the U.S. EPA, FAA, and U.S. Army Corp. of Engineers
- Manage the City's federal and state legislative consultants
- City of Corpus Christi Energy Manager responsible for development and implementation of energy conservation and renewable energy initiatives

TXU CORP., Austin, Texas

Director, State Advocacy, August 2004 – March 2008

- Chief lobbyist for directing the advocacy efforts of TXU before the Texas Legislature in all policy areas of interest to TXU, such as energy, tax, environmental, emerging technologies, and all other related policy arenas
- Activities include external consultant coordination, bill tracking, legislative process expertise, preparing position papers and communication material for members of the legislature and communicating TXU's position regarding favorable and unfavorable legislation
- Experience includes providing policy and bill analysis, acting as a legislative liaison to members regarding constituent issues, Political Action Committee organization and appropriate ethics reporting functions and lobbying members of the Texas Legislature during the 77th – 80th Legislative Sessions

TXU GAS, Dallas, Texas

Executive Assistant to the President and Vice-President of Operations, November 2003 - August 2004

- Served as a member of the TXU Gas Management Team reporting directly to the company president and vice-president of operations
- Administrative duties included responsibility for all organizational reporting and communications functions, including capital and O&M quarterly budget reporting, performance benchmarking, strategic planning, regulatory reporting requirements with the Railroad Commission of Texas, asset management functions and coordination/evaluation of all management training with contracted training consultants
- Served as a member of the transaction team upon the sale of TXU Gas to Atmos Energy providing functional and personnel due diligence analysis

TXU ELECTRIC DELIVERY, Dallas, Texas

Multiple Positions, June 1995 – November 2003

- Account Manager responsible for assigned electric customer accounts in a Customer Service and Marketing function
- Service Center Engineer responsible for design and project management in the provision of electric service and maintenance projects in an operations function
- Analyst in a business planning function preparing annual business plans and coordinating special projects for Senior Management
- Senior Engineer in Rates and Regulatory managing company tariffs for electric service, rate case activities, and special rulemakings before the Public Utility Commission of Texas

EDUCATION & PROFESSIONAL DEVELOPMENT

UNIVERSITY OF NORTH TEXAS, Denton, Texas

Master of Business Administration, August 2004

RUDY D. GARZA – PAGE 3

UNIVERSITY OF TEXAS AT AUSTIN, Austin, Texas
Bachelor of Science in Electrical Engineering, May 1996

GEORGETOWN UNIVERSITY, Washington, D.C.
American Gas Association, Executive Leadership Development Program, June 2012

RICE UNIVERSITY, Jones Graduate School of Business, Houston, Texas
Accelerated Development Program (a Comprehensive Leadership Development Program), Aug. – Oct., 2013

ACHIEVEMENTS & COMMUNITY INVOLVEMENT

- Founding member of the Longhorn Engineering Advisory Delegation (LEAD), an alumni advisory group to the University of Texas Cockrell School of Engineering, 2014
- Recognized by Latino Leaders Magazine as one of the **“Top 10 Latinos in Energy”**, Dec. 2013
- Board Member of the South San Antonio Chamber of Commerce, Member of the Exec. Committee
- Board Member of the San Antonio Hispanic Chamber of Commerce, 2015
- Vice-Chairman of the Legislative Committee of the Texas Public Power Association
- CPS Energy Representative to the American Public Power Association, Large Public Power Council and American Gas Association.
- CPS Energy Inspire U Mentor – South San Antonio ISD, Communities in Schools, 2013-2014
- Graduate of Leadership San Antonio – Class 39, 2014
- Recognized as **“2010 City of Corpus Christi Employee of the Year”** by Beautify Corpus Christi
- Past Board Member on the Corpus Christi Aquifer Storage and Recovery District
- Past Board Member for Workforce Solutions of the Coastal Bend
- Past Board Member and Vice-Chair of the Texas Coalition for Affordable Power, an Incorporated Non-Profit Power Aggregation Coalition of Cities
- City of Corpus Christi Representative to the Coastal Bend Council of Governments
- Represented the City of Corpus Christi on legislative committees of the Texas Municipal League and National League of Cities
- Recognized by the Texas Future Business Leaders of America as **“2010 Business Person of the Year”**
- Graduate of Leadership Corpus Christi, Class 38, and served as a Board Member of Leadership Corpus Christi Alumni Association in 2011
- Recognized as a member of the 2009 Corpus Christi Under 40 **“CCU40”**, an annual Chamber recognition of contributing members of the Corpus Christi community under 40 years of age and served on the CCU40 Steering Committee in 2011
- Past Board Member of the Corpus Christi Hispanic Chamber of Commerce, 2009 – 2011
- Roy Miller High School **“Alumni Hall of Honor”** Inductee, 2009
- Represented TXU Corp. on legislative and policy committees of the Association of Electric Companies of Texas
- Served on TXU’s Diversity Advisory Council of North America from 1996 to 2002, and was awarded a **“Diversity Advancement Award”** by TXU CEO Earl Nye in 2002
- Recognized by the Dallas Business Journal in March 2004 as a **“Business School All-Star”** representing the University of North Texas while completing MBA Program
- Served as Corporate Partners Chairman and Executive Board Member on the Texas Association of Mexican American Chambers of Commerce Board from 2004 – 2007

LANGUAGE SKILLS Spanish Proficient

REFERENCES AVAILABLE UPON REQUEST