

Michael A. Peppin

I graduated from the University of Minnesota Twin Cities Campus in 1978 with a Bachelor of Arts degree in Psychology, and in 1980, with a Master of Business Administration degree with an emphasis in Marketing and Statistics.

From October 1979 to December 2000 I was employed with Xcel Energy and its predecessor company Northern States Power Company (“NSP”) in the positions of Principal Market Research Analyst (10 years), Market Research Manager (10 years) and Manager, Product Development Support (1½ years). In those positions my responsibilities included conducting research to develop and evaluate NSP’s Demand-Side Management programs, including NSP’s interruptible and time-of-day rate programs. In January 2001, I accepted the position of Market Research Manager for Xcel Energy’s unregulated broadband telecommunications subsidiary, Seren Innovations. My responsibilities involved research regarding the development, pricing and marketing of telecommunications products and services. With Xcel Energy’s announced intention to sell Seren Innovations to external buyers, I accepted the position of Senior Market Research Manager with Cargill Corporation in February 2004. In that position I conducted market research studies for many of Cargill’s business units, including its Power Marketing unit. Finally, in December 2006 I resumed employment with Xcel Energy in the Pricing and Planning Department as a Principal Pricing Analyst.

My current job responsibilities include conducting Class Cost of Service Studies for various Xcel Energy jurisdictions and providing pricing function support for the utility operating subsidiaries of Xcel Energy.