

**Department of Energy - Bonneville Power Administration  
DEU Certificate Request**

Certificate # 000966-09  
 Job Requisition # 000966 Status Open Type Open Competition  
 Jobcode J00805 GS - 1130 - 09 Public Utilities Specialist

**Competitive**

Action	Employee	Name	Score	Veterans Pref	SSN
<u>NS</u>	A0347		94.00	None	
<u>A EOB 4/22/02</u>	A4231	Normandeau, Michael	93.00	None	
<u>NS</u>	0000020	Volk, Michelle M	91.00	None	
<u>NS</u>	A3307		89.00	None	

Michael Normandeau

After complete review of all of the applications and interviewing the candidates, the panel felt that Mr. Normandeau was the best selection. Mr. Normandeau's work experience showed the ability to work with analytical and technical issues. In addition, he has managed multiple projects with various strict deadlines. Mr. Normandeau has a university degree in business with economics, marketing and statistics and is comfortable working with numbers and on complex policy and technical issues. In the opinion of the selection committee, Mr. Normandeau has strong verbal, computer and analytical skills which would make him an excellent addition to PSP. In addition, Mr. Normandeau shows that he is able to work under competing deadlines and under significant pressure. Reference checks showed that Mr. Normandeau learns quickly and has strong interpersonal skills.

**Job Position**

#000965-02, Public Utilities Specialist. GS-1130-9/11, Portland, OR

9th. 02-DE

**Objective**

To work in an environment that provides challenging opportunities to develop my professional skills in the area of Power Marketing.

**Experience**

Product Manager, 1999-2001

WellMed, Portland, OR

WellMed is an Internet based e-health company creating interactive tools designed to assist individuals in managing their health, and providing aggregate data to corporations and health care organizations to help reduce health care costs by targeting at-risk populations. Position responsibilities included planning and development, market research budgeting, competitive analysis and delivering product presentations to potential clients.

- Introduced an innovative secure, private online communication tool for patients and physicians.
- Developed and promoted a series of behavior change programs designed to prevent chronic health conditions and reduce employee/member healthcare costs. Applications: smoking cessation, fitness, nutrition and pregnancy programs.
- Provided technical and risk analysis in a successful acquisition of a health software company.  
Supervisor: Phillip Marshall, MD, MPH: Director of Products

Salary: \$62,000

Director of Marketing, 1997-1999

ORD Products Inc., A Division of SKW-MBT, Salem, OR

North American Consumer Products Group

ORD Products manufactures coatings, paints and cement-based products distributed through the retail and commercial building materials marketplace. Responsibilities included developing and implementing retail product strategies for national retailers such as Home Depot, Lowe's, Wal-Mart, ACE and TruServ. During this period, sales grew from \$12 million to \$17 million annually.

- Managed a \$1.5 million marketing and advertising budget that included producing and purchasing national print, radio and television advertising.
- Directed the repackaging of three product lines and introduced a new merchandising and point of sale program.
- Organized the change of corporate identity and marketing communications through two acquisitions.
- Supervised the Point of Sale Distribution Facility and marketing staff.
- Responsible for coordinating and conducting over 25 national and regional tradeshows and customer events annually.

Supervisor: Tim Nelligan: President

Salary: \$50,000

Marketing Specialist, 1996-1997

Ames Research Labs, Salem, OR

Ames Research Labs is a CD-ROM software company that develops navigation software for the aviation industry. Responsibilities included managing the retail-marketing program and customer service activities.

- Supervised the introduction of seamless digital mapping and navigation software product into the general aviation industry, including the packaging, instruction materials and distribution of the software program to catalog customers and retailers.
- Managed the engineering and technical support teams through the beta test phase of the software development process.

Supervisor: Rodney Mazour: Director of Marketing

Salary: \$36,000

• Market Research Intern, 1995-1996

*Port of Portland, Portland, OR*

The Port of Portland is the principal governmental agency responsible for promoting economic development through transportation and trade both nationally and internationally for Multnomah, Clackamas and Washington Counties. Responsibilities included oversight of investment and high-tech databases and supporting the marine, aviation, and marketing departments on projects and proposals.

- Conducted the Portland International Airport expansion survey. The results of the survey were incorporated into the airport expansion plans for the largest airport expansion in PDX history.
- Developed a regional retail distribution center proposal for Home Depot
- Conducted the analysis of trade between Oregon, the United Kingdom, Mexico and Taiwan for marine and aviation transportation groups for the purpose of identifying new distribution and trading opportunities.

Supervisor: Scott Drum

Port of Portland,

Salary: \$12/hour

## Education

University of Portland, Portland, Oregon 1992-1996

*Bachelors of Science in Business Administration, Academic Honors*

*Double major: Marketing and Management*

West Linn High School, West Linn, Oregon 1988-1992

*High School Diploma June of 1992*

## Awards

Oregon Quality Award (ORD Products)

AHMA Best in New Packaging Award (ORD Products)

## Computer Skills

Proficient in Microsoft Office, Microsoft Project, PVCS Tracker, and Visio

References Available

## Knowledge Skills

### **1. Knowledge of electric loads, resources to meet load, and other power system planning concepts.**

I have a basic understanding of how loads are shifted from industry to residential and small businesses. I understand the concept of Peak Hours and how weather and time of day impacts the consumption of power. There are a number of resources available to meet load, these include, hydroelectric, wind, geothermal, nuclear, gas and conservation as well as purchasing and selling power to California and Canada.

I understand the basic model of supply and demand and how local and federal regulations and other variables impact the wholesale price of power. I have a good understanding of hydroelectric power generation, how water availability impacts the process of generating power. I am familiar with the environmental issues associated with hydroelectric power and the difficulties associated with maintaining enough water for generating power, spilling water for fish and holding water for agricultural uses. I understand the challenges that deregulation is causing for the power industry and it's potential impact on pricing for the region. I am familiar with basic power terms such as kilowatt-hours (kWh), Megawatt-Hour (MWh), Cubic Feet Per Second (CFS) and other related terms.

I understand that Bonneville generates and delivers power regionally and impacts both the supply and demand of power for the entire Western United States. I am also ware of how Bonneville generates and delivers power to public and private utilities as well as to some large industries.

### **2. Ability to use computer models and various software packages for analyses, and to display technical information.**

I have you used the following applications extensively:

- Microsoft Word
- Microsoft Excel
- Microsoft Outlook
- Microsoft PowerPoint
- Microsoft Access
- Visio
- Microsoft Front Page
- Microsoft Project
- PVCS Bug Tracker

I have used these software tools in a professional capacity for market research projects, presentations, database management, financial reporting, contact and email management, day-to-day correspondence, project management and web design. As a Product Manager for WellMed, I was responsible for using these applications for technical and reporting purposes whereby an engineer, technician and/or management has used the information generated for product development purposes. I am experienced in managing and manipulating financial and research data using Excel and Access, this includes creating graphs and charts, building reports, sorting and querying data, creating tables and manipulating data. I have also used these tools to evaluate historical data and project future outcomes based on the data collected.

**3. Ability to work accurately and effectively under pressure to meet operating deadlines.**

I am comfortable working under tight deadlines, managing multiple projects and working in teams to complete a project by the assigned deadline. My most recent work experience as a Product Manager emphasized the importance of completing assigned tasks under pressure and within the assigned deadline. As Director of Marketing for ORD Products, I was responsible for ensuring the accuracy of the materials created by my team. I was responsible for setting and completing projects by deadlines and have used a number of software applications, including Microsoft Project, Excel and Visio, to setup and monitor projects. As a Product Manager for WellMed, I was faced with meeting deadlines on a quarterly basis. My team and I worked until the project was completed, even if that required working extra hours. In addition to my project management skills and experience I am also a critical thinker and have developed innovative approaches to solving problems.

**4. Ability to work with others, emphasizing effective written and verbal communication with a wide variety of people in a variety of settings.**

I enjoy working in team environments and I am comfortable as a team leader or group member. I have supervisory experience working with technical, creative and customer service staff. I have experience composing and presenting reports for executives. I am skilled at designing and making presentations to executive level decision-makers using PowerPoint. As a Product Manager, I was responsible for presenting the features of our products to positions of VP and above. I also have experience using applications such as Word and Outlook for day-to-day correspondence and reporting. While I was a market research intern at the Port of Portland, I worked on numerous projects that required working with local, state and federal agencies. I enjoy working on multiple projects and I look for opportunities to volunteer for special projects.