

Antonio HAYA

46 years. Married, 3 children.

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Engineering School Seville (1990)

MBA Deusto University (1996)

Spanish (native); French and English fluent

Chief Executive Officer in Energy Sector

To accomplish/achieve a company strategy using a management style joining strictness in the decisions with continuous adaptability to actors: teams, partners, clients and shareholders

Skills / Achievements

General Management

CEO of Snet (Endesa France) 2008-2009, company with more than 1000 employees in 3 countries. I diversify the production mix through investments in CCGTs (800 MW) and renewable (50 MW). The new **control** shareholder (E.ON) entrust me the responsibility to manage the transition phase (eight months), which was achieved satisfactorily.

CEO of Endesa Power Trading Ltd 2003-2004 company based at London, management of 20 people.

Conception and implementation of Strategies

Responsible for the complete value chain of Snet, from fuel procurement to electricity sales, in 2004 I define the strategy to manage risks at gross margin level. I am responsible to implementate this strategy for 2005-2007. During this period net sales evolutes from € 700m to 1,150 M €, the contribution margin increases by 20% and operating profit by 60%.

International

As Powernext board member (2004-2010) I'm actively involved in the creation of EPEX Spot, merge of German (EEX) and French (Powernext) spot markets, and in CO2 market carve-out to Euronext (future BlueNext).

Responsible for M&A projects in France; Netherland and Poland.

Responsible for the benchmarking of the distribution Endesa's companies (14 companies placed in 6 countries).

Professional experience

General Secretary, Strategy & Corporate Development Deputy E.ON France Sales €1,8 Billion; EBITDA 250 M€; 1050 empl. 2009- April 2010	Strategy definition and conception of the Industrial Plan of E.ON in France. Responsible for the Project Renewal of Hydro Concessions. Buy to EdF and CdF of 35% remaining shares of Snet; Negotiation of E.ON/EdF partnership on Penly nuclear project; Termination of the historical tolling contract between EdF and Snet; carve-out of Snet energy management to E.On Energy Trading. Secretary of the Board of Directors and the Supervisory Board of E.ON France.
CEO SNET/Endesa France Sales €1,5 Billion; EBITDA 220 M€; 1000 empl. 2008-2009	CEO France (Snet), Poland (Elektrociepłownia Białystok) & Turkey (Altek). During this period, net sales increases by 30% and EBITDA by 8%. The construction of 2 Gas Turbine combine cycles is launched (2x430 MW), finally commissioned in march 2010. We sign the longest supply contract in France (a 200 MW tolling for 25 years) in liberalized market conditions
Retail and Energy Management Deputy SNET/Endesa France Sales €1,5 Billion; Gross Margin 380 M€ 2004-2007	Integrated management for the complete value chain of Snet, from fuel procurement to electricity sales. Gross margin risk management: development of prevision and control tools. Creation of a trading desk (electricity, gas, Brent, coal, CO2) twice winner of the "Silver Award in energy trading excellence". Optimisation of the dispatching of 7 mid-merit production unities (2.800 MW) Head for retail BtB activity: 400 key accounts; 500 M€/year sales.
Back Office Deputy Endesa Trading Sales 900 M€; EBITDA 12 M€ 2003-2004	Head for commercial cycle and back office of trading activity of Endesa (Joint Venture with Morgan Stanley). Transactions with 18 counterparties spread in 5 countries. Present in 3 energy markets (EEX; Powernext; APX). CEO of Endesa's UK affiliate (Endesa Power Trading Ltd), 20 employees in 3 countries.
Deputy Merges & Acquisitions Endesa Europe 2000-2003	Evaluation of opportunities and acquisitions of European utilities . Head of NRE (NL), Remu(NL) and SNET (FR) acquisition projects. Participation in other projects in: Italy, Poland, Belgium; UK; Slovenia; Hungary; Bulgaria.
Senior Consultant Endesa Distribution 1997-2000	Responsible for commercial regulation: analysis of liberalisation, tariff structure, evaluation of system deficit, third party access, etc. Resp. Endesa's distribution benchmarking: Argentine; Brazil; Chilli; Colombia, Spain & Peru.
Consultant Cabinet Dir. General Sevillana de Electricidad 1991-1997	Scheduling and investments evaluation, control of budgets. Development of future electricity market in Spain Model (Winpool) Conception and development of the système de direction par objectifs .