

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

My objective is to successfully implement a company strategy combining firm decision making with continuous adaptability with 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 diversified the production mix through investments in CCGTs (800 MW) and renewable (50 MW). The new leading shareholder (E.ON) entrusted me with 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 defined the strategy to manage risks at gross margin level. I was responsible for implementing this strategy for 2005-2007. During this period net sales evolved from € 700m to 1,150 M €, the margin increased by 20% and operating profit by 60%.

International

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

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

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

Professional experience

General Secretary, Strategy & Corporate Development Director

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.
- Bought 35% of remaining shares of Snet from EdF and CdF; 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 increased by 30% and EBITDA by 8%. The construction of 2 Gas Turbine combine cycles launched (2x430 MW), finally commissioned in March 2010. We signed the longest supply contract in France (a 200 MW tolling for 25 years) in liberalized market conditions

Retail and Energy Director

SNET/Endesa France

Sales €1,5 Billion; Gross Margin 380 M€

2004-2007

- Integrated management for the complete value chain, from fuel procurement to electricity sales.
- Gross margin risk management: developed prevision and control tools. Created a trading desk (electricity, gas, Brent, coal, CO2) twice winner of the "Silver Award in energy trading excellence". Optimised the dispatching of 7 mid-merit production unities (2.800 MW)
- Head for retail B to B activity: 400 key accounts; 500 M€/year sales.

Back Office Manager

Endesa Trading

Sales 900 M€; EBITDA 12 M€

2003-2004

- Head of commercial cycle and back office of trading activity of Endesa (Joint Venture with Morgan Stanley). Transactions with 18 counterparts 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.

Resp. for Mergers & 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.

Regulation Specialist

Endesa Distribution

1997-2000

- Responsible for commercial regulation: analysis of liberalisation, tariff structure, evaluation of system deficit, third party access, etc.
- Resp. for Endesa's distribution benchmarking: Argentina; Brazil; Chilli; Colombia, Spain & Peru.

Consultant Cabinet Dir. General

Sevillana de Electricidad

1991-1997

- Responsible for scheduling and investments evaluation, control of budgets.
- Responsible for development of future electricity market in Spain Model (Winpool)
- Responsible for conception and development of the management by objectives