

*Meadean is a specialist management consultancy that provides strategic advice and targeted, effective solutions. We offer appropriate, innovative, value for money consulting and IT services that deliver lasting business benefits to clients.*

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David Prins is Managing Director of Etrog Consulting Pty Ltd. He is a highly accomplished consultant and project manager, with extensive experience in energy markets in Europe, North America, Asia and Australasia over the past 20 years. David specialises in the application of effective regulation and competition in electricity and gas industries. Much of David's recent work has focused on advice on smart metering and on retail pricing and margins. He is a recognised international expert in the areas of cost-benefit analysis and the regulatory challenges of the rollout of smart meters. In the last year, David has addressed conferences in Australia, New Zealand and Sweden.

David was deeply involved in all aspects of the introduction of retail competition and restructuring in the British electricity industry, which took place in phases from 1990 to 1999. Throughout the decade he was an adviser to the retail and distribution companies on legal, regulatory and economic issues. During this period, David also advised and chaired sub-committees of the Electricity Pool of England and Wales, and served as a member of the UK Electricity Regulator (OFFER) Chief Metering Examiner's Expert Panel in relation to the national Code of Practice for Electricity Meter Operators.

After the implementation of full retail competition in electricity and gas supply in England and Wales, David was based for a while in the US, where he helped electric utilities in their implementation of retail competition.

Based more recently in the Asia-Pacific region, David has provided advice to public and private sector clients throughout the Australian Electricity Market, as well as in New Zealand and across Asia. Within Australia, he has worked extensively on national market and regulatory arrangements, and also jurisdictionally in Victoria, NSW, South Australia, Queensland, Western Australia and Tasmania. His Asian clients have included businesses in Hong Kong, Singapore, Korea and the Philippines.

David has expertise in the following areas:

- **Energy sector reform and restructuring:** including policy development, reform planning, industry-wide role definition, market design, implementation and readiness.
- **Advanced metering ("smart metering") analysis:** including policy advice, analysis of benefits and costs, and advice on metering business strategy.
- **Competition in electricity and gas markets:** including policy requirements, market design and implementation, market processes, design and assessment of competitive tariffs, metering and data services, and retailer of last resort.
- **Regulation in electricity and gas markets:** including revenue, cost and margin analysis, regulated tariff design and assessment, and customer protection.
- **Energy business analysis:** including investment decisions and justification, energy forecasting and planning studies, business valuation, management performance, due diligence, commercial restructuring, and business modelling.

David has previously held senior consulting roles with Charles River Associates, PHB Hagler Bailly, Price Waterhouse, and Lacuna Consulting.