Michael Goldman, Principal

Experience

Apex Analytics

Principal (2023-Present)

Michael has worked extensively across a broad spectrum of energy and utility transformation initiatives. His consulting engagements have focused on emerging areas such as electric vehicles as well as demand-side management strategies like energy efficiency and demand response. He has supported clients in navigating distributed energy resources (DERs), including battery storage and virtual power plants, and has contributed to decarbonization and electrification planning efforts. Michael has also advised on grid modernization, DERMS/DRMS implementation, and the evolution of utility business models, including innovative rate design, non-wires and non-pipeline alternatives, and the role of DERs in enhancing grid reliability and flexibility.

Functionally, Michael specializes in strategic consulting—conducting market sizing, developing and responding to RFPs, reviewing proposals, and identifying expansion opportunities. He has played a key role in program support, including the design, implementation, management, and evaluation of energy programs. On the regulatory front, he has developed and reviewed performance metrics, authored and delivered expert testimony, participated in working groups, and supported clients with grant applications, regulatory filings, and interrogatory responses. His work often includes tracking regulatory developments and synthesizing insights through memos and subject matter expertise.

Michael has also supported clients in rate case and adjacent regulatory proceedings, including developing testimony-style narratives, reviewing cost recovery proposals, preparing discovery and interrogatory responses, and translating technical program analysis into commission-facing filings. His work has addressed affordability, customer bill impacts, cost allocation, rate design, performance metrics, and regulatory mechanisms for recovering investments in energy efficiency, DER, EV, grid modernization, and decarbonization initiatives.

Generac Grid Services

Director (2021-2023)

Michael Goldman identified macroeconomic and regulatory trends in the energy industry and translated them into actionable insights to capitalize on business opportunities. He advised senior executives on developments that were material to business outcomes, particularly in areas such as distributed energy resources (DER), demand response (DR), virtual power plants (VPP), electric vehicles (EV), and distributed energy resource management systems (DERMS). He developed EV strategy and oversaw the deployment of a light-duty EV managed charging program. Michael evaluated and recommended industry partners for potential commercial relationships, focusing on emerging technologies aligned with regulatory and public policy trends. He monitored state and federal legislation, as well as public utility commission proceedings, to identify opportunities and risks related to distributed energy. He also reviewed potential acquisition targets and participated in acquisition due diligence committees. Additionally, he engaged with the industry through working groups, presented extensively at conferences, published in industry publications, and served as a member of the corporate Public Policy Committee.

Eversource Energy
Director (2012-2021)
Michael Goldman led strategic and regulatory initiatives focused on customer-sited, behind-the-meter distributed energy resources. He managed a team of over 30 professionals across three states, overseeing regulatory, planning, evaluation, and support services for a $700+ million energy efficiency and demand response portfolio. He evaluated distributed energy resource technologies through field demonstration projects, including battery and thermal storage, demand response, and automated load control. Michael communicated the use cases and value propositions of emerging technologies to stakeholders and customers and developed strategies to reduce system peak demand using behind-the-meter solutions. He assessed the opportunities and challenges of electric vehicle (EV) grid integration, planned EV load management and charger deployment strategies, and evaluated future opportunities.

Michael also provided expert witness testimony before state utility commissions in Massachusetts, New Hampshire, and Connecticut. He built consensus among diverse internal and external stakeholders, set strategic direction for the company's participation in ISO-NE's Forward Capacity Market for their energy efficiency portfolio, advised leadership on integrating distributed energy resources into transmission and distribution planning with a focus on geo-targeting, and oversaw procurement processes for multimillion-dollar contracts. In this role, Michael helped shape regulatory strategy for energy efficiency, demand response, and DER investments, including filing positions, testimony, discovery responses, and stakeholder communications. He analyzed avoided-cost assumptions, cost-effectiveness, portfolio budgets, incentive structures, and customer impact considerations that informed cost recovery and rate design discussions before state commissions.

Deloitte Consulting
Consultant (2010-2012)
Michael advised senior leadership on both domestic and foreign government energy policies. He conducted economic analyses to evaluate the operations and maintenance consequences of energy usage in large government facilities. He presented trends in natural gas production and consumption to senior leadership and developed cost mitigation strategies for electricity generation units as well as transmission and distribution systems. Additionally, he researched and created educational materials focused on unconventional fossil fuel sources. He recommended risk mitigation strategies related to energy consumption and greenhouse gas emissions and assisted in the development of bids for new work and responses to requests for proposals.

Power Advocate (now part of Wood McKenzie)
Energy Business Analyst (2008-2010)
Michael advised clients on market trends and pricing opportunities within the power industry, helping them navigate complex energy landscapes. He managed client projects and maintained strong relationships with key stakeholders to ensure alignment and success. Michael forecasted commodity and technology prices critical to the power sector, and modeled power generation facility costs using a bottom-up approach. Additionally, he provided expert analysis on environmental regulatory policies and emissions issues, supporting clients in understanding and responding to evolving compliance requirements.

Education

M.A. Energy Policy and International Economics, Johns Hopkins School of Advanced International Studies (SAIS)

B.A. History, University of Wisconsin-Madison

Publications

Michael has over 50 publications to his name including conference proceedings and industry publications. He is a frequent presenter at DistribuTECH and has been published or quoted in periodicals such as PowerGrid, Electric Light & Power, Utility Dive, and GreenTech Media.