

# MARCUS SIN

marcus@hustleconsulting.co.nz  
Auckland, New Zealand: +64 22 081 9642

New Zealand Citizen  
Native English & Cantonese Speaker

## WORK EXPERIENCE

---

### **HUSTLE LIMITED (Independent Energy Consultancy)**

**AUCKLAND, NEW ZEALAND**

#### **Director, Management Consulting**

**April 2017 – Present**

- Operated as an independent consultant under the entity 'Hustle Limited'. Select project examples include:
  - Partnered with Whiteboard Energy to support the transition of the Electricity Authority's education and support documentation for the electricity industry into Whiteboard's Lightbulb web-based software.
  - Supported a large natural gas transmission and distribution company's submission to the Productivity Commission's issues paper, "Low-emissions economy", released in August 2017. Discussed the pivotal role that natural gas plays in NZ's transition to a low-emissions economy.
  - Reviewed the EECA's Energy End Use Database (EEUD) and Energy Economic Potential Tool (EPT), and authored resulting report to the client. Recommended possible enhancements to the data model to improve EECA's current estimates of energy end-use to better inform its expected outlook of future energy technologies in New Zealand.
  - Evaluated the value of demand response activities for a large supermarket facility in rural New Zealand. Estimated financial returns from energy technology investments (e.g., battery storage, solar) based on predicted load profiles from metered data.
  - Evaluated the gross margins on customer contracts for an independent electricity retailer with pre-existing Power Supply Agreements (PSAs) with generators. Investigated the potential cost reductions in energy purchases through increased hedging activities in the financial markets (e.g., ASX, FTRs, etc.).

### **REUNION ASIA PACIFIC (acquired by Sapere Research Group)**

**AUCKLAND, NEW ZEALAND**

#### **Various roles from Analyst to Senior Consultant, Management Consulting**

**June 2013 – March 2017**

- Provided trading and analytical support for CO2 Group operations in Australia and New Zealand. Responsibilities in this role included:
  - Formulated strategies, constructed models/tools, and provided entry and execution support for trading activities – products included Carbon Credits, Electricity Futures and Options (ASX), Financial Transmission Rights (FTRs).
  - Provided Middle Office support and VaR modelling for trading activities in New Zealand and Australia – consisted of various tasks related to risk management, managing prudential requirements, and portfolio performance reporting.
  - Designed financial models to assess CO2 Group projects. Advised on an acquisition in the forestry and land management services industry for a deal consisting of a 52-year NPV of \$0.9 million.
- Consulted with a number of different clients across the Asia-Pacific region on a diverse range of issues. Select project experience are listed below:
  - Reviewed Fonterra's risk management policies to identify and evaluate opportunities of increased value from electricity futures and derivatives trading activities.
  - Consulted with the Auckland Regional After-Hours Network (ARAHN) on modelling demand and the financial feasibility of their proposed procurement model for after-hour health services in Auckland, New Zealand.
  - Co-authored paper for the Iwi Advisors Group (IAG) on the potential economic costs and benefits of changing to a tradeable rights-based regime and providing an allocation of freshwater resources to Iwi.
  - Advised on the 2015/16 Review of the 2012 Dairy Industry Restructuring Act (DIRA) for MPI – evaluated dependency on Fonterra's regulated raw milk supply and transition pathways for efficient farm and factory gate markets.

- Co-authored report on petroleum exploration, production, and decommissioning regulations in overseas jurisdictions including Australia, Canada, Norway, Netherlands, UK, and the United States.
- Consulted on the development of the Singaporean electricity futures market for the Energy Market Authority (EMA) – advised on market design, market liquidity and the Forward Sales Contract (FSC) scheme.
- Examined potential uptake of intermittent generation in Singapore for the Energy Market Authority (EMA) – advised on solar penetration pathway and market incentives, and co-authored resulting report to client.
- Advised on investment opportunities, commercialisation options, and energy market trends for a major privately-owned petroleum company based in Australia – authored the resulting report to client.
- Consulted with AgResearch on the economic costs and benefits of their 2015 reinvestment programme – cost-benefit analysis of two innovation centres (Palmerston North, Lincoln), and two regional satellite sites (Ruakura, Invermay).
- Advised and co-authored report to the New Zealand Airports Association (NZAA) on the Commerce Commission’s treatment of zoning changes in its valuation of Airport land.
- Consulted with a large New Zealand based electricity gen-tailer on strategies to expand their service offerings and improve their ‘value-add’ services to large commercial and industrial customers. Involved a SWOT analysis and environmental scan of local and international market trends in Energy Services, and presented key recommendations of strategic partners, direct competitors, and likelihood of competition from other market players to key executive staff.

#### **THE LANTAU GROUP (formerly Charles River Associates)**

##### **Senior Analyst, Management Consulting**

#### **ADMIRALTY, HONG KONG**

**June 2011 – February 2013**

- Created project proposals and prepared pitchbooks to present firm capabilities and secure prospective international clients – led to acquisition of several private sector clients and expansion of company capabilities.
- Managed client expectations and presented deliverables in a number of commercial, regulatory and strategy projects in the Asian Energy markets – Singapore, China, Korea, Malaysia, Philippines, Australia and New Zealand
- Developed strong quantitative modelling skills and problem-solving abilities to assess solutions to client problems. Select project experience is listed below:
  - Assessed investment opportunities for major Japanese investment bank seeking prospective energy asset acquisitions in Philippines. Co-authored resulting report which was submitted to bank’s senior executives and project managers.
  - Valuation of the ancillary services market in Philippines to advise contract terms between stakeholders. Delivered final report to client with recommendations within 3 weeks of project commencement – investment valued at about \$100 million USD (17-year NPV).
  - Led valuation project in Korea of power asset – forecasted power exchange payments for a 900 MW generation portfolio using an in-house energy market model (CEMOS).
  - Provided quantitative support to consult on the privatisation of Philippine Power Purchase Agreements (PPAs) and state-owned (PSALM) generation assets – privatised a combined value of at least \$3 billion USD for PSALM.
  - Consulted on the 2011/2012 Regulatory Reset of Vesting Contracts and advised on a secondary price cap for the wholesale markets for the Energy Market Authority of Singapore (EMA) – required quantitative analysis and simulation modelling of the Singaporean energy market.

### **EDUCATION**

#### **UNIVERSITY OF AUCKLAND**

**BCom (1st Class Hons) – Double Major in Economics & Finance**

Dissertation: Structural Estimation of Electricity Auction Markets

#### **AUCKLAND, NEW ZEALAND**

**2006 – 2010**