

RACHEL MU CHEN, B.Sc., MBA

EDUCATION

Master of Business Administration, Schulich School of Business, York University, Canada, April 2000

- Specialization: Major in Finance, Minor in Financial Services and International Business
- “A-” Average in core courses
- GMAT Score – 97th Percentile

Bachelor of Science, (Honours) Biochemistry, Fudan University, Shanghai, P. R. China, 1996

- 2nd Class Outstanding Student Scholarship, 1995
- Shuping Memorial Scholarship, 1992-1994
- University Entrance Scholarship, 1992

EXPERIENCE

Institutional Energy Analysis Inc., December 2006 - date

Financial Analyst and Consultant – Institutional Energy Analysis inc., December 2006 - date

- Review and modelling of energy rate case issues in both natural gas and electricity, including financial analysis of proposed spending initiatives, modelling of rate implications, comparison of past and proposed rate structures and bill impacts, accounting issues associated with revenue requirements and rates, cost of capital, ROE, and other finance-related analysis and modelling, and other aspects of rate applications.

Bell Canada, May 2000 to December 2005

Senior Analyst - Economic Studies, Business Decision Support, Bell Canada, June 2004-December 2005

- Effectively modelled and validated business case and project evaluation studies using the Incremental Value Assessment Process to determine their potential impact on shareholder value and the economic viability of proposed business opportunities in the areas of new technology, new product and service investment, pricing and promotions, deals and contracts, and other business investment initiatives for Bell Canada and BCE affiliate companies.
- Developed and rationalized cost and benefit cash flows utilizing managerial economic methodology, created and managed various models and reports relating to the economic measurement of potential projects, and analyzed the results of economic models to determine their reasonableness based on economic indicators (Net Present Value, Profitability Index, Discounted Pay Back Period, etc).
- Provided evaluation of cost reduction initiatives and re-engineering process strategies for Bell System and Technology.
- Provided complete cost and benefit analysis to all business segment Marketing groups, in their assessment and development of NPI (New Product Initiatives).
- Provided costing analysis in support of regulated products and services to CRTC in alignment with regulatory rules and practices.

- Led discussions on methodology, data sources and inputs by subject matter experts. Provided clients with appropriate advice, direction and insight into economic indicators, costing methodology, cost development, regulatory impact, and capital project approval process.
- Reviewed and critiqued economic business cases performed in other departments within Bell and its subsidiaries in analyzing the economic impact of a variety of business investment opportunities.
- Evaluated the risk level of the overall business investment initiatives, provided unbiased recommendation to support decisions, and actively participated in the capital project evaluation, approval and benefit tracking process.
- Projects completed: EVDO Phase 1 & 2, SOLO Mobile, IP VPN Phase 1, IP VPN Phase 2 - BMO SLA, Sympatico Visual Home Monitoring, Sympatico xDSL Expansion Phase 1 & 2, Nortel 1Meg Modem Exchange, Bell Consumer Call Center Payroll Integrity, Bell Consumer Call Center Operations Performance, Bottle Cap, GM OnStar, City of Mississauga “ Smart Vehicle” Wireless,

Financial Operations Manager, Management Reporting and Performance Management, Bell Canada, May 2000- May 2004

- Produced Bell Canada Holding (BCH) management reporting results package (i.e. Executive Summary) and total company external reporting packages to BCE, SBC, and Investor Relations.
- Performed monthly and year-to-date revenue and expense analysis for the above-mentioned packages.
- Accountable for Bell Canada subsidiary reporting. Prepared and reviewed month end subsidiary reports as per BCH deadlines, co-ordinated monthly subsidiary results calls, and completed in-depth financial and variance analysis as well as overall financial performance assessment.
- Key player to prepare and complete other special production requests and reports to meet users’ changing requirements and to support objectives and decision-making.
- Assisted with investigation, reporting and resolution of underlying business issues.

PriceWaterhouseCoopers, August 1996 to July 1998

Auditor, Audit and Assurance Services, PricewaterhouseCoopers, Shanghai, August 1996 - July 1998

- Performed statutory audit, special audit, and due diligence services.
- Provided professional and value-added advice to clients by assessing their financial statements, accounting procedures and treatments, internal controls, and the overall operation systems. Analyzed the effects of changes in current operations to achieve longer-term business objectives and best practices.
- Possessed the ability to challenge assumptions, overcome objections and influence behaviour in a positive manner.
- Developed and maintained close contact with clients and comfortably dealt with all levels of clients’ management. Client portfolio: Eastman Kodak, Det Norske Veritas, Ryoden Group, China Telecom, Toyota, Fuji Bank, Esprit, etc.
- Managed and maintained good working relationships with banks, municipal tax authorities and other institutions.
- Performed research in labor law regulations pertaining to joint ventures, and assisted senior management in their decision making process.