

LAURA LADD

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SELECTED CAREER ACCOMPLISHMENTS

Energy and Economics Advisor to Wyoming Governor Dave Freudenthal 2007-2010

- Developed Wyoming's energy positions based on the regulatory climate, private and public financial markets, competitive positioning and the political landscape. Analyses' focus on economic drivers and cost implications in transitioning to a lower carbon energy environment. Developed specific expertise in carbon capture and sequestration and renewable energy tax policy.
- Frequent speaker and panelist on Wyoming energy economics with emphasis on the role of federal energy subsidies and state tax incentives across the Western US.
- Advisor to the Governor and the Wyoming Legislature's Joint Revenue Committee on the economics and competitiveness of Wyoming wind resources in the western United States and the implications of Wyoming's tax policy to economic development.
- Oversaw disbursement of \$40 million in ARRA funds to the State Energy Office and the Department of Family Services. Department of Energy liaison on behalf of the Governor. Accountable for strategic direction, program development and regulatory compliance for programs with 100-fold growth rate.

Technical Advisor to the Director of Wyoming Department of Environmental Quality (DEQ) 2008 - Present

- Developed Wyoming risk's assurance model for long-term geological carbon sequestration. Supported the Legislature's Carbon Sequestration Working Group in developing recommendations related to financial assurance, risk management structures and agency roles.

**Trustee to the Wyoming Retirement System (WRS), 2009 – Present
Chairwoman of the WRS Investment Committee, 2010 - Present**

- WRS assets are nearly \$7 billion and provide retirement benefits for 55,000 public employees. WRS has posted top quartile investment results since 2009. Responsible for setting committee priorities, supporting the investment team and coordinating board education on investments.

Advisor to Private Investor and Family Office, 2001 – Present

- Provided support and recommendations to a multi-generational family office with over \$100 million in assets and 80 US businesses, principally in the real estate development sector, through varying economic cycles. Since 2008, emphasis on business restructuring, cash flow management and debt restructuring and estate planning.
- Owner representative for general partner of a residential real estate development. Responsible for budget, investor communication, staffing, strategic planning and overseeing operational aspects of the project.

Owner's Representative for multiple \$100MM+ projects in Jackson Hole, Wyoming, 2003 – Present

- Clients include Four Seasons Jackson Hole (2004-Present), Hillwood Bar BC Ranch (2003-Present), Bar B Bar Ranch (2008-Present), Jackson Land & Cattle (2007-2008) and privately held family investments (2001-Present).
- Re-positioned the Four Seasons Jackson Hole whole ownership condominium product and designed new sales and marketing strategy. Closed \$85MM in real estate sales in less than 9 months and at higher than projected targets. Oversaw a team of 8 sales professionals and led all negotiations and closings. Exceeded investor goals in terms of absolute return and timeline for execution.
- Management support for a \$180MM residential ranch real estate development owned by Ross Perot, Jr. Coordinated up to 15 concurrent marketing and infrastructure related projects and a team of approximately 30 consultants to develop and market an extremely high end ranch development project.

- Reviewed and revised legal and due diligence documents as part of the real estate design and development process. Developed Homeowners' Association budgets. Designed HOA structure, systems and cost allocations and governance models for several area Homeowners' Associations.

Elected Board Member/Officer for five Homeowners Associations including the Four Seasons Jackson Hole Resort and several residential ranch developments in Wyoming. 2004 - Present.

Business Planner and Consultant on New Business Initiatives

- Ranch and agricultural investment management for a large ranch owner in Jackson Hole. Developed business plans for a variety of value-added ranching opportunities in Jackson Hole, Wyoming and the broader Southwest. Provided investment recommendations for biodiesel, organic beef, performance horse and alternative ranching businesses. Managed biodiesel investment on behalf of general partner.
- Advisor to the 6th largest utility co-op in the nation on carbon management policy and initiatives.
- Consulted on the design and development of a new water utility. Assisted with the financial model and the Wyoming regulatory submittal.
- Developed a new business line for an online pet retailer seeking to expand into NBC's home shopping network. Designed the show, hired talent, developed content, selected products and pricing, coordinated with merchandising and distribution to ensure a seamless sales process.

EDUCATION

THE WHARTON SCHOOL, University of Pennsylvania, Masters of Business Administration
 Majored in Information Strategy; Minored in Finance

Philadelphia, PA
 May, 1998

PEPPERDINE UNIVERSITY, Bachelor of Science in Business Administration, *Cum Laude*

Malibu, CA
 April, 1992

OTHER

- Board Member and Treasurer of the Jackson Hole Wildlife Foundation
- Emeritus Board Member of the Wyoming Women's Foundation.
- Avid alpine skier and marathon runner. Eager traveler and explorer. Proud dog owner.