



Wisconsin Public Utility Institute



Bruce Chapman **Christensen Associates Energy Consulting**

Bruce R. Chapman, M.A. (University of Wisconsin-Madison), is a Senior Economist and Vice President with Christensen Associates Energy Consulting. He specializes in the design and pricing of retail electricity pricing products that improve the efficiency of pricing relative to traditional rates. He has managed and participated in many projects, developing such innovative products as critical-peak pricing, real-time pricing, and fixed-bill products. He has also conducted analysis of distribution costs and undertaken load research data development and cost-of- capital analysis.

In his work with electricity pricing projects, Bruce has led all phases of program development: product design, implementation, and statistical evaluation of customer response. His assignments have included heading cost-of-service projects in a traditional regulatory environment. Additionally, he has supervised the design of PC-based software required for the implementation and support of innovative retail products.