

Restructuring Today



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Liberty serves power to thousands nationally

We wrote here (RT, 5/28) about Liberty Power's getting a marketer's license in Maryland then later talked with David Hernandez who founded the firm three years ago.

He was an Enron vet who worked initially from his Houston apartment. With 16 states open — including the let's pretend ones — it's hard for national customers to sign with a single electricity provider.

Yet Liberty has accounts at multiple sites for Lowe's, Circuit City, AutoZone, Ryder, JCPenney, Eckerd Drugs, Famous Footwear and Linens 'n Things. Recently they signed New York Life's signature building in New York City.

Among federal clients are: Department of Defense, Homeland Security, Social Security Administration and Veteran Affairs.

Hernandez saw the dramatic changes unfolding in energy as a chance to start a national power marketing firm and did just that.

His strategy is to provide low-price power to small and medium-sized businesses he thinks are underserved then supply blue ribbon customer service.

The firm appeals to national accounts and government entities that value supplier diversity, Hernandez said. Hernandez, who has an MBA in finance and marketing from New York University, draws upon his 14 years of experience in management, deal origination, corporate finance and banking.

He had done wholesale and retail power contract origination at Enron and earlier with Nortel Networks and Salomon Smith Barney.

Many corporations value employee diversity and supplier diversity but they don't expect to pay more to minority suppliers.

Liberty Power is certified by the National Minority Supplier Development Council. Depending on the market "we offer fixed and variable-rate options in

contract terms of one to two years."

For larger customers he has pricing options unique to each customer's individual use."

Liberty Power is certified by FERC to sell wholesale electricity nationally. It's licensed to sell at retail in Texas, New York and is licensed but not active in New Jersey. You can expect to see Liberty Power around the US as markets open up.

"We've evolved from being a small company with strong products to selling power to thousands of businesses nationally," he said, while serving government agencies. They don't do residential markets.

Financial success? It's privately owned and doesn't talk about earnings.

The company was founded in 2001 by Hernandez, Roshena Ham, Alberto Daire and Eliezer Hernandez.

It has offices in Houston and New York with its headquarters and customer service operation in Ft Lauderdale, Fla.