

Y. Lydia Hsieh, Ph.D.

Special Consultant

Dr. Hsieh has over 28 years of experience in the utility and energy industry. Her expertise includes performing extensive analysis of statistical data, developing econometric models and forecasts, and conducting in-depth customer satisfaction research for performance measurement and improvement.

Dr. Hsieh held a manager position at DTE Energy, where one of her key responsibilities was utilizing research data to develop customer satisfaction & loyalty models with real-time simulation capability. She was responsible for integrating and translating customer data, internal operating data, and benchmark data into actionable strategies for operational improvement, and providing recommendations to decision-making process at the executive level. Dr. Hsieh managed evaluation and measurement efforts for the company's Energy Optimization Programs, including the development of Energy Efficiency Baseline and Potential Studies. She also led the effort of integrating primary & secondary data to identify customer targets for various Energy Efficiency Pilot Programs.

Dr. Hsieh also held various technical and managerial positions at Michigan Consolidated Gas Company (MichCon). As MichCon's Corporate Economist, Dr. Hsieh conducted in-depth analyses of national and regional economy to support the company's long-range Corporate Plan. She employed various statistical tools to develop short-term and long-term models to forecast natural gas prices and analyze gas consumption trends. As manager of Customer Insight, Dr. Hsieh developed and managed a comprehensive Customer Relationship Management system (CRM) to integrate multiple channels of customer data (including service, marketing and research) into understandable, relevant and actionable strategies that improve customer satisfaction, loyalty, service quality and operating cost efficiency.

During 1980s, Dr. Hsieh worked for New York Power Authority as Senior Fuel Economist. In that capacity, she conducted detailed economic analysis of the front-end of the nuclear fuel cycle, including developing short-term and long-term uranium price projection models, analyzing uranium inventory optimization strategy, and developing a fuel cost minimization strategy based on economic analysis of uranium and SWU substitutability. She also developed an econometric model for the New York Power Pool to forecast crude and residual oil prices.

Dr. Hsieh has published and presented technical papers at American Nuclear Society (ANS) Annual Meetings. She has taught Statistics, Econometrics, Mathematical Economics, and Intermediate Microeconomics for several universities. Dr. Hsieh received her Ph.D. and M.A. degree in Economics from University of Illinois at Chicago.

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