

## Mac McFarland

Chief Commercial Officer, Luminant, and Executive Vice President,  
Energy Future Holdings Corp.



Mac McFarland is chief commercial officer of Luminant and executive vice president of mergers and acquisitions and strategy for Energy Future Holdings Corp. EFH is a Dallas-based energy holding company with a portfolio of competitive and regulated energy subsidiaries, including Luminant, the competitive power generation subsidiary. Luminant's activities include plant, mine, wholesale marketing and trading, and development operations.

McFarland's accountabilities at Luminant include:

- Optimizing the dispatch and value of Luminant's generation fleet
- Managing the commodity (power, gas and coal), transportation (rail) and emissions requirements for Luminant's operating assets and ensuring development of a distinctive point of view on commodity dynamics in critical markets and geographies
- Driving asset management, trading and portfolio management in ERCOT and building those capabilities for new growth markets
- Directing the execution of the long-term heat-rate hedging program with end-use customers in the municipal, cooperative and industrial segments
- Providing oversight of Luminant's state and federal wholesale market design and advocacy activities
- Leading generation development activities including the development of new nuclear units at Comanche Peak and renewable energy investments

His accountabilities at EFH include:

- Mapping out EFH's overall corporate strategy, resolving key strategic decisions and issues, and setting specific priorities for growth, investment and mergers and acquisitions
- Leading EFH's mergers, acquisitions and divestitures, ensuring that the organization is at the forefront of knowledge on strategic and competitive challenges and opportunities facing it
- Ensuring consistent and robust valuation of all major capital decisions and communicating the strategic vision to major stakeholders

Prior to joining EFH, McFarland held leadership roles in the finance, mergers and acquisitions and marketing and trading organizations at Exelon Corporation for nearly 10 years. Prior to Exelon, He held various commercial finance and engineering positions in technology and architect-engineering-construction firms.

McFarland holds a bachelor's degree in environmental engineering from Virginia Tech and a master's degree in business administration from the University of Delaware where he was a Bertuch Fellow. He received a professional engineering license from the state of Delaware.

Married with two daughters, McFarland and his family live in Dallas.