



CYNTHIA ZAMORA

Senior Consultant

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📍 Marietta, GA

Exhibit DPS-CLZ-1



EDUCATION

Master in Business Administration,
New Mexico State University;

Graduate Certificate Public Utility
Regulation and Economics; New
Mexico State University;

Bachelor Degree Finance, University of
Texas at El Paso

AFFILIATIONS/ CERTIFICATIONS

Gulf Coast Power Associations
Member

Society of Utility and Regulatory
Financial Analysts Member

EXPERTISE

Accounting & Financial Reporting

Cost of Service

Data Analysis

PROFILE

As a Senior Consultant with GDS Associates, Cynthia Zamora has over 10 years of regulatory experience in the Texas electric, telecommunication, and water utility industries. Additionally, she has over five years of regulatory experience as an electric and water utility expert witness on behalf of the Texas consumer advocate. More recently, at GDS she has supported Rates and Regulatory senior staff with annual update rate reviews and base rate proceedings providing specialized expertise in accounting, cost of capital, ROE, and related regulatory matters.

PROFESSIONAL EXPERIENCE

GDS Associates, Inc., SENIOR CONSULTANT (January 2026 to present)

- | Supports senior staff with research and analysis tasks.
- | Assists with transmission and production formula rate updates and reviews.
- | Provides expertise in utility cost of service models and rate-making, including cost of capital, ROE, other revenue requirement issues.
- | Provides expertise in FERC Accounting.
- | Knowledge of state utility laws, regulations, and the governmental rulemaking process.
- | Conducts research, analysis, and evaluation tasks, and presents regulatory recommendations to senior leadership.

Lower Colorado River Authority, SENIOR REGULATORY CASE MANAGER (2020 – 2025)

Cynthia was part of the rate case strategy team supporting and actively participating in LCRA Transmission Service Corporation's (LCRA TSC) comprehensive base-rate case filed with the Texas Public Utility Commission (Texas PUC) on November 30, 2023. Specific tasks included:

- | Worked with accounting, treasury, and engineering departments to gather the necessary financial data needed to prepare LCRA TSC's cost of service model to support the need for an additional \$80 million in revenue requirement.
- | Assisted with drafting testimony and coordination of nine internal company witnesses, four outside consultants, and two law firms.
- | Assisted in the preparation and coordination of over 120 requests for information during the discovery process.
- | Supported the company during the hearing on the merits and coordinating with outside legal counsel on the drafting of post hearing briefs.

Additionally, Ms. Zamora prepared and coordinated the filing of six interim transmission cost of service applications and yearly Earnings Monitoring Report and other financial reports with the Texas PUC on behalf of LCRA TSC. Cynthia also assisted the billing department with questions regarding changes to the ERCOT postage stamp rate and any tariff riders filed in the ERCOT market. She also monitored all relevant Texas PUC dockets, rulemakings, and open meetings. Additionally, she drafted written summaries of filings, open meetings and rulemaking comments, including presentation to senior leadership.

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PROFESSIONAL EXPERIENCE [continued]

Office of Public Utility Counsel – State of Texas (2014 – 2020)

FINANCIAL EXAMINER

- | Identified, analyzed, and evaluated accounting, cost of capital and financial issues for electric, water and wastewater utilities.
- | Prepared written expert witness testimony and other documents on complex, technical subjects in utility rate proceedings, rulemakings, and other utility-related matters.
 - Docket No. 43111 - Application of Entergy Texas, Inc. for Authority to Implement a Distribution Cost Recovery Factor
 - Docket No. 43695 - Application of Southwestern Public Service Company for Authority to Change Rates
 - Docket No. 45524 - Application of Southwestern Public Service Company for Authority to Change Rates
 - Docket No. 46238 - Joint Report and Application of Oncor Electric Delivery Company LLC and NextEra Energy, Inc. for Regulatory Approvals Pursuant to PURA §§ 14.101, 39.262 and 39.915
 - Docket No. 46449 - Application of Southwestern Electric Power Company for Authority to Change Rates,
 - Docket No. 47527 - Application of Southwestern Public Service Company for Authority to Change Rates
 - Docket No. 48371 - Application of Entergy Texas, Inc. for Authority to Change Rates
 - Docket No. 48429 - Joint Report and Application of Oncor Electric Delivery Company LLC, Sharyland Distribution & Transmission Services, L.L.C., Sharyland Utilities, L.P., and Sempra Energy for Regulatory Approvals Under PURA §§ 14.101, 37.154, 39.262 and 39.915
- | Defended testimony in live administrative hearings, depositions, and public utility commission open meetings.

El Paso Electric Company, REGULATORY COORDINATOR (2012)

- | Coordinated the filing and delivery of discovery materials for an electric utility rate case filed with the Texas Public Utility Commission.
- | Coordinated other filings with the Texas Public Utility Commission and the New Mexico Public Regulation Commission, including monthly reports, SEC filings, fuel reports and energy efficiency filings.

Gordon Davis Johnson & Shane, P.C., CERTIFIED PARALEGAL (2006 – 2011)

- | Drafted, reviewed and coordinated the execution of a variety of legal documents including: corporate documents for commercial real estate transactions, estate planning documents, and probate documents.
- | Maintained legal calendars and legal files, and coordinated legal filings and hearings.

Ainsa Hutson LLP, LEGAL SECRETARY (2001 – 2006)

- | Performed secretarial administrative duties, drafted correspondence, maintained legal calendars and legal files, and coordinated legal filings and hearings.