

Press Release

Sydney, Australia
July 2026

HoustonKemp welcomes Sam Forrest as Partner

A strategic appointment that strengthens our market-leading energy team, expanding capabilities in wholesale energy markets and quantitative analysis

HoustonKemp welcomes **Sam Forrest** as Partner, strengthening the firm's standing as a leading advisor on energy sector economics. Sam returns to the fold bringing over 15 years' experience advising corporations, regulators, governments and investors across the electricity and gas supply chain, deepening the firm's capabilities in wholesale energy markets, market modelling and quantitative analysis, and energy sector disputes.

Sam Forrest's appointment comes as the energy sector confronts one of the most significant periods of change in history. Sam is a trusted advisor across the energy sector as firms seek to navigate complex market and regulatory developments. He is a recognised expert in the economics of energy infrastructure, energy markets and regulatory strategy, and has built and applied sophisticated models of electricity and gas markets to support high-stakes decisions by governments, corporations and parties to legal proceedings.

Sam's recent experience reflects his breadth of expertise. He has advised extensively in relation to the development of Renewable Energy Zones in New South Wales, including assessing economic benefits of network infrastructure, delivery models and network access schemes. He has led numerous engagements for network and generation businesses both in Australia and the Middle East on navigating emerging regulatory and market issues, and with market bodies, corporations and law firms in relation to disputes and loss quantification.

Prior to rejoining HoustonKemp, Sam held senior roles at FTI Consulting and PwC, building on the foundations he developed during his earlier years at the market-leading economics firm.

Comments attributable to Sam Forrest: *I am delighted to be rejoining such a talented and collegial team at HoustonKemp. Energy businesses are making consequential decisions in a market that is changing quickly, and I look forward to helping clients navigate the complex economic and regulatory questions that arise.*

Comments attributable to Founding Partner Adrian Kemp: *We are delighted to welcome Sam back to HoustonKemp. His expertise in energy economics, wholesale market modelling and quantitative analysis adds depth to our already comprehensive energy sector expertise and positions us to support the decade-defining decisions clients face as the sector transforms.*

About HoustonKemp

HoustonKemp (www.houstonkemp.com) is an economic consulting firm dedicated to the application of economics to bring clarity to complex problems arising in competition, finance, policy, regulation, and employment matters.

Our experts bring long-standing experience in assisting high stakes decision-making using evidence-based economic analysis that is focused, accessible and capable of withstanding the most intense scrutiny. Our

expertise is deployed across a very wide range of industry sectors while our clients include corporations, governments, trade associations, and law firms engaged in commercial and criminal litigation.

Established in April 2014, HoustonKemp is based in Sydney with clients extending across the Asia Pacific region.