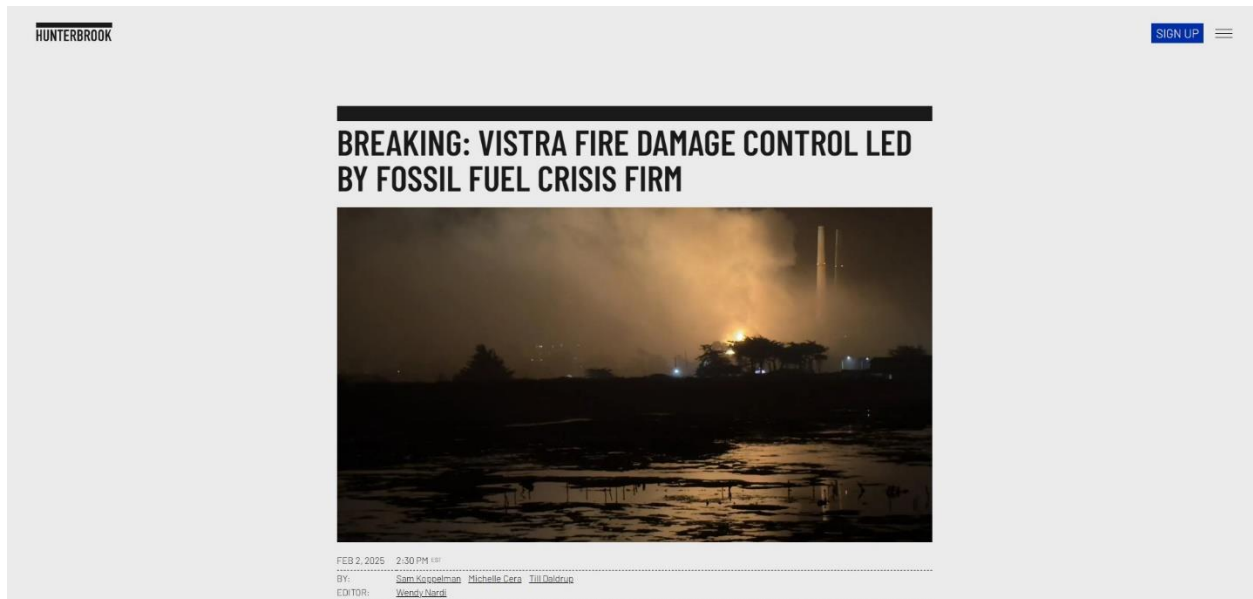


Birds of a Feather Flock Together: Vistra Corp. & FTI Consulting



February 4, 2025

Moss Landing, Calif.

On February 2, 2025, journalists with Hunterbrook published an article regarding Vistra Corp. and its hired crisis consultant, FTI Consulting. (Link below) The article highlighted that, “Google’s transparency data reveals the ad was purchased by 'FTI CONSULTING (SC) INC,' a global crisis management firm with a documented history of running bizarre, sophisticated influence campaigns for fossil fuel companies.”

It is not surprising in the wake of the Vistra Moss Landing fire that Vistra Corp. would hire an outside consultant and spend heavily on suppressing news reporting, the voices of the community, and pushing their own propaganda front and center telling us that everything is fine. Local elected officials who received campaign contributions from the Vistra Corp. PAC remain largely silent, while trying to turn a blind eye to the Vistra battery energy storage system they supported that has poisoned many of their constituents for miles.



What Hunterbrook doesn't report on is that in 2021 a woman named Cecily Gooch joined FTI Consulting as the Managing Director in the Corporate Finance & Restructuring Segment. At a glance, this doesn't seem to be really anything, however, Cecily Gooch was the former General Counsel for TXU Energy, a subsidiary of what is now known as Vistra Corp. She also was Special Counsel of Restructuring for Energy Future Holdings (what Vistra Corp. was formerly known as) during its 2014 Chapter 11 bankruptcy. After EFH/Vistra Corp. emerged from bankruptcy Cecily Gooch assumed the roles of Compliance Officer, Corporate Secretary and Associate General Counsel of Corporate Law of Vistra Corp.

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FTI Consulting Adds Cecily Gooch as Managing Director in the Corporate Finance & Restructuring Segment

Washington, D.C., Sept. 13, 2021 — FTI Consulting, Inc. (NYSE: FCN) today announced the appointment of [Cecily Gooch](#) as a Managing Director within the Corporate Finance & Restructuring segment, where she will work cross-functionally to provide clients with guidance related to business transformation, corporate finance, restructuring, governance, regulatory and compliance, and investigations.

Based in Dallas, Ms. Gooch has over 20 years of government, law firm and in-house practice experience in both publicly traded and privately held companies. She specializes in leading companies through significant corporate transformations, including mergers and acquisitions, substantial industry changes impacting business models and operations, and Chapter 11 restructurings.

"We are excited to welcome Cecily to our team," said [Michael Eisenband](#), Global Co-Leader of the Corporate Finance & Restructuring segment at FTI Consulting. "I am confident her unique experience and skillset will enhance FTI Consulting's ability to lead clients through diverse business transformation efforts and crisis situations by helping them anticipate challenges, solve complex problems, and meet and exceed their business goals."

Media Contacts

Corporate Communications
[Matthew Bashalany](#)
+1 617 897 1545




Americas
[Nick Emmons](#)
+1 617 747 1708

Europe, Middle East, Africa
[Helen Obi](#)
+44 79 7759 1658

Asia
[Andrew Gerrard](#)
+852 3768 4500

Australia
[Rebecca Hine](#)
+61 7 3225 4972

Vistra Corp. as Energy Future Holdings, filed for Chapter 11 bankruptcy in April 2014, which allowed EFH/Vistra to continue operating while reorganizing its substantial debts. EFH accumulated around \$42 billion in debt and largely attributed its debt to a drop in natural gas prices. Vistra Corp., then known as Energy Future Holdings, would later emerge from bankruptcy protection in 2016 with Cecily Gooch acting as Special Counsel.




Cecily Gooch ✓ · 3rd

Trusted Advisor to Legal Counsel & Corporate Executives | Relationship Builder & Business Developer | Facilitating Meaningful Connections with Experts at FTI

Dallas-Fort Worth Metroplex · [Contact info](#)

500+ connections

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 Profile enhanced with Premium

About

Senior legal and business executive with over fifteen years of in-house experience in both publicly traded and privately held companies, including serving as General Counsel, Chief Compliance Officer, Corporate Secretary and Special Counsel for Restructuring. At FTI, I utilize the experience gained over a career of leading companies through transformative change to connect legal counsel and corporate executives to the best and right fit experts to partner with them to mar ...see more

As of January 2025, Cecily Gooch has been promoted to an Executive Vice President position with FTI Consulting per her LinkedIn.

See Cecily's LinkedIn on the next page:



Experience



FTI Consulting
Full-time · 4 yrs 6 mos

- **Executive Vice President**
Jan 2025 - Present · 2 mos

- **Managing Director**
Sep 2020 - Jan 2025 · 4 yrs 5 mos
Dallas, Texas, United States

Managing Director at FTI Consulting, focusing in the Corporate Finance and Restructuring segment. Utilizes her extensive experience as a former General Counsel, Chief Compliance Officer and Corporate Secretary · ...see more

♥ New Business Development



Senior Vice President, Associate General Counsel, Corporate Secretary & Chief Compliance Officer

Vistra Energy · Full-time
2016 - 2019 · 3 yrs
Dallas/Fort Worth Area

Led Corporate Law Department responsible for corporate governance, securities, mergers and acquisitions, and ethics and compliance program....
...see more



Vice President, Special Counsel of Restructuring

Energy Future Holdings
2014 - 2016 · 2 yrs
Dallas/Fort Worth Area

Served as key leader of internal team guiding Energy Future Holdings (renamed parent company of TXU Energy) through Chapter 11 restructuring. Acted as key adviser on restructuring strategy, filings, motions, and ...see more



TXU Energy

10 yrs 1 mo
Dallas/Fort Worth Area

- **General Counsel & Corporate Secretary**
2007 - 2014 · 7 yrs

Named as first General Counsel of TXU Energy and established initial stand-alone legal team supporting retail business unit by hiring and developing attorneys and regulatory compliance specialists and establishi ...see more

- **Senior Counsel**
2004 - 2007 · 3 yrs

Recruited to be one of the initial attorneys to establish the first Legal Department of TXU Corp. (the parent company of TXU Energy), which previously procured vast majority of legal services from outside firms · ...see more



Associate, Regulated Industries and Governmental Relations Practice Area

Hunton & Williams LLP
1999 - 2004 · 5 yrs
Dallas/Fort Worth Area

Worked closely with clients including largest electric utility in Texas, TXU Corp., providing regulatory, environmental, and compliance counseling. Represented clients in contested cases, including rate casi ...see more

Show all 8 experiences →

Education



The University of Texas School of Law

Doctor of Law - JD, Law
1993 - 1996



The University of Texas at Austin

Bachelor of Arts - BA, Political Science and Government
1988 - 1992

Licenses & certifications



Attorney

State Bar of Texas
Issued Jan 1996



FTI Consulting may have a reputation with corporations that attracts them after disasters like this but in the case of Vistra that might not be the only reason they retained FTI Consulting.

Source Links:

BREAKING: VISTRA FIRE DAMAGE CONTROL LED BY FOSSIL FUEL CRISIS FIRM

<https://hntrbrk.com/vistra-2/>

<https://www.fticonsulting.com/about/newsroom/press-releases/fti-consulting-cecily-gooch-managing-director-corporate-finance-restructuring>