

SOUTHERN MARYLAND ELECTRIC COOPERATIVE, INC. CHIEF STRATEGY & INNOVATION OFFICER



The Southern Maryland Electric Cooperative (SMECO) is an electric distribution cooperative which is headquartered in Hughesville, Maryland. SMECO serves more than 165,000 customers in Calvert, Charles, Prince George's, and St. Mary's counties of southern Maryland.

The Chief Strategy & Innovation Officer is a newly created role whose purpose is to serve as a transformational executive and key business partner to the CEO, the Executive Leadership team, and Board of Directors. This position is expected to look across the cooperative to identify areas of improvement and value while also evaluating disruptive industry trends and identifying ways to revolutionize product offerings, technological capabilities, and customer-centric service models. He or she will develop groundbreaking strategic initiatives to leverage emerging technology, innovative service models, and disruptive trends in the marketplace to drive SMECO to the forefront of the electric industry.

As a forward-thinking leader, the Chief Strategy & Innovation Officer is responsible to oversee strategic planning and other initiatives that further SMECO's mission to best to serve members, enable employees and effectively position the cooperative to be a recognized leader. He or she will lead and promote innovation and an innovative culture at SMECO, as well as, engagement and alignment across the organization with the cooperative's strategic plan. The Chief Strategy & Innovation Officer will also lead projects that advance SMECO's participation in, and adoption of, progressive technologies. The Chief Strategy & Innovation Officer reports directly to the CEO and will partner with the rest of the senior leadership team to identify and develop growth opportunities, improve member value, enhance operations, and maintain superior safety and reliability performance. He or she will build this department's staffing and budgetary requirements.

PRIMARY DUTIES

- Develop and coordinate SMECO's planning process to maintain a sustainable and inspirational corporate strategic plan. Advise the CEO in planning for and implementing new initiatives.
- Be an expert at digital marketing technologies and a smart data visionary. Leverage data and data analytics to establish trends and strategies for process improvements. Explore new technology and industry practices to ensure SMECO is on the cutting edge of industry disruptions and opportunities to implement innovative product offerings and customer-centric service models.
- Remain up-to-date on new and emerging state and federal legislation and mandates. Shape strategy with respect to advanced research, energy policy, business intelligence and technology. Anticipate and incorporate disruptive changes in industry practices, technology, and marketplace norms.

PRIMARY DUTIES (continued)

- Identify and evaluate innovative service models and customer offerings to increase customer engagement and drive positive member satisfaction.
- Forge innovative public-private partnerships and work with thought leaders to devise a robust “Cooperative of the Future” model. Develop deep industry connections by serving as a thought leader and subject matter expert on the technical challenges and business opportunities facing utilities, cooperatives, and power companies in a rapidly-changing marketplace.
- Partner with the leadership team to support the execution of key strategic initiatives. Foster trusting relationships in order to motivate the organization and to earn the support necessary for achieving strategic initiatives.
- Manage and lead cross-department projects involving technology systems or solutions, facilitating the definition of project scope and requirements, and assisting in the assembly of the project team. Provide direction and support the project teams. Manage project budget and track project deliverables using appropriate tools.

THE SUCCESSFUL CANDIDATE

Qualified candidates must exhibit exceptional leadership skills, unquestionable ethics, and be strategic thinkers. The successful candidate will demonstrate progressively responsible experience that includes serving in a senior-level role responsible to develop forward-thinking strategy across an entire enterprise. Candidates must possess experience in the energy, power and utilities industry. He or she must also demonstrate a track record of staying on the cutting-edge of new utility industry developments and technology.

Candidates must possess experience with organizational change management principles, methodologies, and tools, as well as,

strategies for measuring the effectiveness of strategic initiatives. Experience utilizing Lean and Six Sigma processes is considered ideal.

This position requires the ability to manage multiple projects. SMECO seeks individuals with demonstrated success utilizing project management approaches and tools. Project Management Professional Certification (PMP) is considered beneficial.

Fully qualified candidates will possess a Bachelor’s Degree in Engineering, Technology, Physical Sciences, or Business with seven or more years of related experience.

THE ORGANIZATION

Formed in 1935, SMECO is an electric distribution cooperative, owned and governed by its customer-members through an elected 15-member Board. SMECO has two main service locations, the main headquarters located in Hughesville, Maryland and the other service center located in Leonardtown. In 2013, SMECO constructed a new LEED certified headquarters.

Today, SMECO has 471 full-time employees and provides power to approximately 166,275 customers across a 1,150 square-mile service area that includes 9,853 miles of distribution, 492.4 miles of transmission, and 54 substations.

SMECO’s system peak is 1,010.7 MW. The Cooperative’s power supply resources are comprised of 50% renewables which includes a 5.5 MW solar farm (owned by a for-profit subsidiary of SMECO) and approximately \$800 million in long-term Power Purchase Agreements. The Cooperative also meets approximately 5% to 20% of its load requirements through market purchases in the PJM day-ahead market, with the assistance of ACES Power Marketing.

For the past few years, SMECO has been implementing technological improvements to its many systems in order to increase reliability and provide better customer service for its members. The Cooperative completed implementation of advanced metering infrastructure (AMI) in 2017 and has since created several customer-enhancing

THE ORGANIZATION (continued)

technologies like an on-line “Account Manager” program that allows for tracking of energy usage and costs. SMECO has plans for upgrades to its Lawson ERP and Financial Accounting Software, along with upgrades to their Oracle Customer Care and Billing system. Once those upgrades are complete, SMECO plans to implement time-of-use rates. Rates are regulated by the Maryland Public Service Commission.

SMECO has almost \$1.1 B in total assets, operating revenue of over \$462 million, and net margins greater than \$27 million. Electric revenues are 66.5% residential, 32.2% commercial, with the rest comprised of revenue generated through transmission and street lighting services.

The Cooperative has outstanding debt totaling \$695.5 million. SMECO borrows from CFC and CoBank, and has a private placement, rated BBB+ with a stable outlook by Fitch.

As a customer-owned, non-profit cooperative, SMECO is dedicated to the communities they serve. Surplus income, if any, is returned to the members through Capital Credits. Over the years, SMECO has also participated in charitable and civic events and has contributed funds to various programs that have helped improve the quality of life in Southern Maryland. More information can be found at: <https://www.smeco.coop/>

THE COMMUNITY

Hughesville, Maryland, situated along the Potomac River between southern Maryland and northern Virginia, is considered part of Washington-Arlington-Alexandria Metropolitan Statistical Areas. The city’s population is estimated at just over 2,000. Located only 30 miles from Washington DC, the region offers unique beauty, world class arts, entertainment and cultural assets, and a wide variety of employment, education and living options.

The cost-of-living in Hughesville is estimated to be between 128.6% and 133.4% of the national average, with a median home price around \$401,500.

COMPENSATION, BENEFITS AND RELOCATION

The total compensation and relocation package is competitive and will be dependent upon qualifications and experience. In addition to salary, SMECO offers a comprehensive benefits package that includes participation in a 401K retirement plan with up to a 6% company contribution and a self-insured medical program that includes an on-site clinic.

TO APPLY

Interested candidates should submit a cover letter and resume no later than May 1, 2020 to:

pprouse@mfp LLC.us

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SMECO is an Equal Employment Opportunity Employer.

