



Vice President, Customer Experience

The Public Utility District No. 2 of Grant County, Washington (Grant PUD) was established by residents in 1938 with a current mission to provide safe, efficient, and reliable electric power and fiber-optic broadband services to customers. Grant PUD is comprised of two operating systems: the Electric System (which includes fiber services) and the Priest Rapids Project (PRP) comprised of the Priest Rapids Hydroelectric Plant and the Wanapum Hydroelectric Plant. Built more than a half a century ago, and licensed to operate until 2052, Priest Rapids and Wanapum dams are the economic engines that power Grant PUD's ability to provide low-cost, reliable electricity to customers. The PUD is currently investing millions of dollars to rehabilitate these turbines and generators to ensure they continue to be a source of clean, renewable energy for decades to come. With these two hydro-power projects, along with other resources, Grant PUD has the capacity to generate more than 2,100 MW of carbon-free electricity. Grant County enjoys some of the lowest power prices in the nation at 6.20 cents per kWh.



In 2025, Grant PUD broke ground on construction for a new Ephrata Service Center and in 2024, they celebrated completion of a two-decades long effort to build a countywide wholesale fiber-optic network. Currently, Grant PUD maintains approximately 4,000 miles of overhead and underground distributions lines, 487 miles of transmission lines, and 3,938 miles of fiber optic cable. They serve approximately 56,753 electric meters and generate \$290 million in retail electric revenues, approximately \$285 million in wholesale power sales, and over \$16.8 million in wholesale fiber sales.

Grant PUD is governed by an elected five-member Board of Commissioners. The Commissioners' responsibilities are to appoint the General Manager/Chief Executive Officer (CEO), approve budgets, adopt regulations, and set guiding policies.

Due to a pending retirement, Grant PUD seeks a Vice President of Customer Experience accountable for the strategy, execution, and measurable outcomes of all customer-facing operations at Grant PUD. Reporting to the Senior VP of Retail Operations and serving on the Executive Leadership Team, this role leads a team of 61 responsible for customer service, customer solutions and programs, large and key customer engagement, external communications, and customer experience strategy. Direct reports to the Vice President include Senior Manager of Customer Service, Senior Manager of Product Development, Senior Manager of External Affairs, Senior Manager of Large Power Sales, and two Senior Customer Strategists/Customer Strategists. This executive will lead a customer-facing transformation during a period of rapid regional growth, increasing electrification, rising demand from large industrial customers, and constrained energy resources. Success is defined by translating customer needs into scalable, high-quality services aligned with Grant PUD's public power mission and safety culture.



Duties and Responsibilities:

- Ability to reliably travel between PUD facilities, community locations, and stakeholder meetings to lead and support customer experience initiatives across the service territory.
- Establish and lead an enterprise-wide customer experience (CX) strategy by integrating customer insights, operational performance, and strategic priorities into a multi-year roadmap with defined outcomes, performance measures, and governance aligned with Grant PUD's public power mission, values, and safety culture.
- Drive service delivery excellence across all customer touchpoints including customer service, billing, field coordination, and customer programs through the establishment of performance standards and operational controls, decision frameworks, and continuous improvement practices that enhance reliability, responsiveness, and customer outcomes.
- Lead the development, implementation, and governance of customer experience key performance indicators (KPIs), including defining success measures, monitoring trends, and leveraging analytics to drive data-informed decisions that improve operational performance and customer satisfaction.
- Provide executive leadership for customer solutions, programs, and product lifecycle management by defining customer value propositions, prioritizing investments, validating operational readiness, and ensuring services and offerings are customer-focused, financially responsible, compliant with applicable requirements, and scalable.
- Provide executive oversight for customer experience and product strategy associated with Grant PUD's wholesale fiber network including service design, performance standards, stakeholder engagement models, and customer-focused service delivery strategies.
- Champion technology-enabled customer engagement by partnering with Information Technology and enterprise leaders to set digital CX strategy, govern customer platforms and self-service capabilities, and leverage analytics and emerging technologies to improve adoption, customer engagement, and operational effectiveness.
- Provide executive leadership for engagement with large and key customers, including high load and industrial customers by overseeing customer engagement strategies, contract development, and service delivery approaches that balance customer demand, system reliability, capacity constraints, and risk management considerations, affordability, and service quality customer owners.
- Support enterprise coordination related to grid optimization, energy management strategies, and capacity reservation policies in response to constrained firm energy resources. Represent customer experience priorities and strategic initiatives with the Executive Leadership Team, Board of Commissioners, and community stakeholders and external partners by communicating strategy, performance, risks, tradeoffs, and outcomes with clarity, transparency, and credibility.
- Demonstrate commitment to Grant PUD's mission, vision, values, strategic plan, and Grant PUD/IBEW Local 77 Code of Excellence. The incumbent should be familiar with these organizational priorities and behave in a way that aligns with these expectations.
- Understand and adhere to compliance requirements for this position that may include laws, regulations, security guidelines, Grant PUD policies & procedures.
- Actively support and participate in all aspects of the PUD's safety program, including but not limited to:
 - Following all safety policies and procedures.
 - Alerting supervisors and coworkers to unsafe or hazardous working conditions.
 - Reporting any unsafe incidents or close calls within 24 hours to your supervisor.
 - Accepting feedback from supervisors and coworkers regarding your own safety performance.
- Be viewed as a safety champion by demonstrating through words and actions, that safety is of paramount value by actively:
 - Supporting the presence of safety in your Operating Unit (e.g., include safety messages in business conversations; begin meetings as appropriate with a safety minute).
 - Acknowledging compliant safety behaviors and good safety performance from members of your team(s).
 - Ensuring that middle managers are actively supporting their teams in safety efforts such as continuous improvement teams, Safety & Health Improvement Plan (SHIP) responsibilities, hazard identification, metric reporting and compliance, etc.

The Successful Candidate

Required Qualifications:

- Bachelor's degree in a relevant field (Public Administration, Business, Law, Economics, Marketing, Engineering, Communications) or closely related field OR two additional years of relevant experience in lieu of degree.
- Five years of progressively responsible senior-level leadership (Senior Manager equivalent or above) experience leading customer experience, customer service, or customer operations functions within a service-intensive organization. Experience must include leadership within a highly regulated environment, such as utilities, or comparable industries including telecommunications, financial services, transportation, airlines, healthcare, public sector organizations, or similar industries.
- Demonstrated success developing, implementing, and leading customer-facing products, services, programs, or solutions from strategic concept through operation execution, adoption, and continuous improvement.
- Demonstrated strategic, analytical, and results-orientated leadership capabilities including the ability to align customer experience strategies with operational performance, financial stewardship, regulatory compliance, and enterprise objectives. Proven ability to lead and develop high performing teams, influence organizational culture, build cross functional alignment, and successfully drive enterprise-wide transformation and change initiative within complex organizations.

Preferred Qualifications:

- Advanced degree in a relevant field (Public Administration, Business, Economics, Marketing, Law, Engineering, Communications).
- Experience leading customer experience transformations and managing customer-facing programs— spanning digital delivery, AMI/CRM integration, and offerings such as energy efficiency, demand response, renewable energy, or community outreach within a utility or public-sector organization.
- Professional certifications relevant to customer experience or utility management (e.g., CCXP – Certified Customer Experience Professional, APPA Public Power Manager, or similar credentials) are a plus.
- Leadership experience in the electric utility industry.
- Executive level (Vice President equivalent or above) leadership experience.
- Professional experience in a publicly owned utility.
- Demonstrated leadership experience in a unionized environment, with the ability to effectively partner with labor representatives and foster positive labor-management relationships.

About Grant PUD

Grant PUD is on a path toward a more diversified energy portfolio, compliance with the state's clean-energy requirements, and a continued, sustainable future of reliable service at some of the lowest rates in the country. While the Columbia River dams, Priest Rapids and Wanapum, will always be a big part of Grant PUD's identity, they are no longer enough to completely supply the growing county. To ensure adequate power for growth, while meeting the state's requirements to eliminate all carbon-producing electricity by 2045, Grant PUD signed contracts for 380 MW of solar energy, is collaborating with the Pacific Northwest National Laboratories to evaluate installing battery storage at Priest Rapids and Wanapum dams, signed an agreement to receive a block/slice power supply arrangement from the Bonneville Power Administration starting in 2028, and is evaluating other generation resources including geothermal, cutting-edge, small, scalable nuclear power, and hydrogen.

By late 2027, Grant PUD anticipates full participation in the Western Resource Adequacy Program (WRAP) – an energy-resource-sharing initiative among the region's utilities – and in the Southwest Power Pool's Markets+ energy market.

In 2025, the Customer Strategist team advanced the organization's customer-focused culture by embedding customer experience principles in widespread training and by integrating customer experience into new hire orientation, leadership development programs, and company-wide events.

The team also led efforts to improve key customer journeys through streamlined new service applications for electricity and revised service level agreements with Fiber retailers. These changes reduced customer wait times, enhanced communication, and reworked internal processes to better support customers. These efforts underscore a sustained commitment to listening, learning, and innovating - ensuring every interaction strengthens trust and delivers greater value to customers.

About Grant PUD (continued)

Grant PUD maintains strong credit ratings of “AA” with Fitch Ratings, “AA+” with Standard & Poor’s Rating Services, and “Aa2” with Moody’s Investor Service. More information can be found at <https://www.grantpud.org/>.

Ephrata, Washington

Located in the center of Washington State, rural Grant County is home to 140 lakes, thirteen cities and towns, and over 105,000 residents. With one of the lowest electric rates in the world and the fastest internet speeds in the nation; Microsoft, Yahoo, Dell, and four other companies have high tech data centers in Grant County.

Grant PUD is headquartered in Ephrata, Washington, the county seat of Grant County with a population over 8,500 residents. The cost-of-living is estimated at 88.2% of the national average with a typical home cost estimated at \$280,000.

Grant PUD’s federal license to operate the Priest Rapids Project provides the opportunity to own and maintain 19 recreation sites on or near the Columbia River offering amenities that include water recreation, camping, hiking, fishing, hunting, and wildlife watching. More information can be found at: <https://www.grantpud.org/recreation>



Compensation, Benefits, and Relocation

The salary range is \$244,288 - \$344,318 (midpoint and 75th percentile of market) - \$444,408. Grant PUD’s employees participate in the statewide retirement systems administered by the Washington State Department of Retirement Systems. In addition, Grant PUD offers its employees a 457b deferred compensation plan and a 401(a) plan with a 3% employer contribution for eligible employees. More information on benefits can be found at [Grant PUD — Unified Insurance Program](#)

Grant PUD will negotiate a relocation package with the successful candidate.

To Apply:

Interested candidates should submit a cover letter and resume by **July 10, 2026**, to: pprouse@mfp LLC.us. Early applications are encouraged and welcome.

Patrick Prouse

Mycoff Fry Partners, LLC
PO Box 1310
Conifer, CO 80433
720-201-1828
pprouse@mfp LLC.us