

**CHIEF EXECUTIVE OFFICER
SECO ENERGY
SUMTERVILLE, FLORIDA**

PROFILE

The Chief Executive Officer (CEO) reports to SECO Energy's Board of Trustees and directly supervises six personnel including the executive functions of finance, corporate communications and energy services, corporate services and human resources, engineering, operations, and an Executive Administrator with shared responsibility to the CEO and Board. SECO's nine-member Board of Trustees are elected by the members that reside within their home districts for three-year terms. Officers of the Board are elected annually.

The CEO serves the membership and Trustees and is responsible to implement Board policies and facilitate, execute, and maintain the strategic plan for the organization as well as overseeing the successful administration, technical operation, organizational evolution, and financial health of the cooperative. He or she must ensure operational excellence by maintaining a high performing managerial team that produces results consistent with the overall strategy and mission.



CONDITIONS AND REQUIREMENTS

SECO Energy is one of the largest electric cooperatives in the nation with unprecedented customer service awards including the coveted J.D. Power utility award in 2015, 2016, and 2017 for the top utility customer satisfaction scores in the nation. In 2020, SECO maintained its position as the American Customer Satisfaction Index (ACSI) frontrunner both in Florida and nationally with a score of 91. The successful candidate should expect to inherit a high performing organization with an excellent executive team and high performing personnel in every division of the cooperative.

SECO offers one of the more unique service territories in the United States that includes one of the largest privately owned retirement communities, [The Villages](#), and surrounding communities also experiencing high population growth at rates expected to continue and possibly increase in the future. Attractive challenges abound for SECO's personnel including maintaining the organization's position as a proactive and dedicated business partner to the communities served. Candidates should expect to offer a proven background in customer dedication and a natural desire to maintain a close connection with customers and communities. The next CEO will also assist the Board in developing strategies that will include the evolution of technologies, workforce and organizational development, developing and managing rates and financial condition during periods of high growth, and continuing SECO's high level of operational performance and business efficiency while addressing rising business costs.

SECO's purpose is "To provide exceptional service to our members, co-workers, and communities." The cooperative's values include: Safety, Member Commitment, Honesty & Integrity, Strong Work Ethic, Teamwork, and Open Communication. The organization's current strategic focuses include the topics of Member Engagement, Reliability, Competitive Rates, Financial Strength, Risk Management, Safety, and Regulatory Relations. It is anticipated that the new CEO will continue to formalize strategic planning along with board members. Candidates should demonstrate quantifiable success in utilizing strategic planning as a guideline for decision-making and performance measurement.

SECO Energy is a creative and fast-paced large cooperative that seeks to be the best in the nation in every category of business performance. This level of expectation requires a CEO who brings a high business acumen,

is creative and thinks outside-the-box, and utilizes the talents of an executive team in close synchronization. While strong teamwork is an established culture, the CEO must foster a team capable of operating as individuals with a high level of independence and accountability and a drive to execute without intensive guidance from their superior. Trustees expect the next CEO to offer this management style and an individual who fosters an open and transparent relationship between the executive team and the Board.

SECO's wholesale power provider is Seminole Electric Cooperative, one of the largest generation and transmission (G&T) cooperatives in the nation serving around 1.6 million electric consumers in Florida. SECO is one of nine electric distribution cooperatives that own Seminole. Candidates should expect to assume a crucial leadership position within the Seminole family to ensure aligned decision-making that represents the goals of SECO and the region's cooperative customers.

Leadership skill and breadth of background across common utility disciplines will be more important to the Board than any particular discipline. Candidates should bring natural interpersonal skill, exemplary written and oral communication skills, and a history of connecting-with and presenting-to public and professional groups. Candidates with a history of providing leadership-to and developing effective relationships within national and regional industry associations that help to serve the strategic interests of SECO are required.

The Board of Trustees outlined the following additional priorities for the next CEO:

- Maintaining exemplary Board relationships and a high level of transparency and reporting to the Board on the execution of policies, objectives, and performance metrics.
- Maintaining a high level of relevant and timely education to the Board about key issues and industry trends for discussion, analysis, and decision-making to assist the Board in proactive preparation for future challenges.
- The CEO must possess exemplary leadership skill with a combination of strong business acumen, emotional intelligence, and a consistent eye toward evolution of the proper culture and workforce to meet strategic needs of the cooperative.
- The CEO must clearly and consistently convey an exciting and fresh vision, values, and strategy to all stakeholders.
- Commitment to maintain the highest standard of professionalism with ethics, truth, honesty, and transparency and an absolute commitment to doing what is best for members.
- The CEO must hold as high priority the development of the workforce and will maintain high expectations in the hiring, development, and retention of a qualified, competent, and engaged staff with a focus on safety. The CEO will promote an environment to demand that all people are always treated with dignity and respect.
- Succession planning will be an active strategy reviewed and monitored by the CEO and executive team to ensure the long-term health of the organization.
- The CEO must be proactive to effectively recognize, plan-for, and implement changes that build a stronger organization and improve efficiency while respecting existing culture.
- The CEO will effectively lead a team in periods of emergency and crisis management.
- The CEO must display a dedicated adherence to legal guidelines and in-house policies and an unwillingness to sacrifice business ethics.
- The CEO must personally value collaboration and active listening to ensure all stakeholders' opinions are considered at the appropriate times.
- Commitment to member satisfaction in the forms of reliable and competitively priced product with a natural drive to exceed member expectations.

Minimum qualifications include a bachelor's degree in an applicable discipline. A master's degree or MBA is preferred. Candidates must offer at least eight years of management experience with an electric distribution organization and five years of executive management experience. Substantive experience in power supply is strongly preferred as is experience working with a board of directors. Experience in labor relations negotiating and administering collective bargaining agreements is preferred.

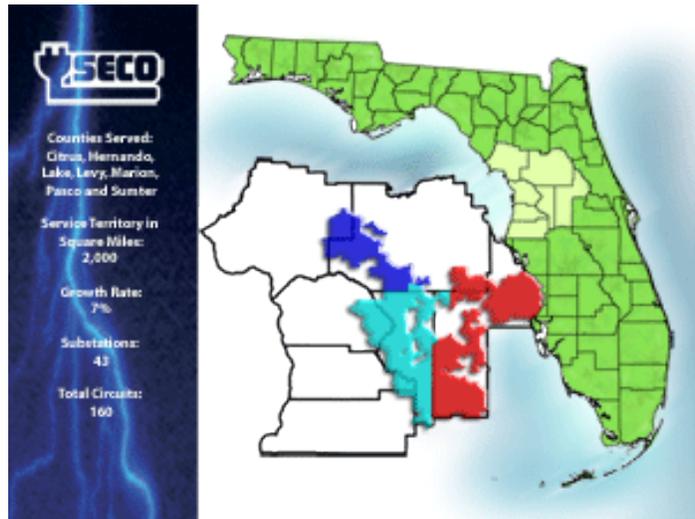
Helpful SECO web links:

[SECO Energy Main Web Site](#)
[Statistical Highlights for SECO](#)
[SECO Storm Center](#)
[SECO Bylaws](#)
[2020 Annual Report](#)
[2020 Annual Meeting](#)
[SECO Online Blog](#)

Helpful Regional Information:

Located in the heart of Central Florida, SECO Energy serves the following counties: Citrus, Hernando, Lake, Marion, Orange, Pasco and Sumter. Each area is relatively close in proximity to the corporate office in Sumterville. Based on your desired lifestyle, you'll find homes with

acreage, new home communities, golf course communities, gated communities, waterfront living and excellent schools. We welcome you to visit the Internet and search the surrounding area for the lifestyle, environment and demographics near SECO that you desire. Some cities that might be of interest include Clermont, Ocala, Groveland, Crystal River, Leesburg, Tavares, and The Villages. For detailed research on these areas, a helpful demographically based web site is www.city-data.com.



Timeline

Application Deadline: August 25

Semi-finalist Interviews: September 20-22

Finalist Interviews: October 20-22

Anticipated start date for the new CEO is by or before December 13.

Contact Information

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