

PNM RESOURCES EXECUTIVE DIRECTOR, CUSTOMER MARKETING



PNM Resources (PNMR) is an investor-owned holding company of utilities providing services in New Mexico (PNM) and Texas (TNMP). Through its utility subsidiaries, PNMR has 2,707 MW of generation, serves approximately 753,000 homes and businesses in New Mexico and Texas, and generates over \$1.4 billion in annual revenue.

The Executive Director of Customer Marketing is a newly created role to achieve PNMR's goal to be more proactive in meeting customer's needs. PNMR recently underwent an effort to re-define customer segments, identify new product and service offerings, and build related metrics to track and verify success. The Executive Director is responsible to help transform this group into a customer-centric marketing team. He or she will oversee the commercial and industrial (C&I) large customer segment organization and the energy efficiency mass market organization. The Executive Director is expected to implement a concise customer marketing vision along with supporting initiatives that include creating and delivering the vision and strategy for each customer segment and a portfolio of offerings to these customers.

The Executive Director reports to the Senior Vice President of Utility Operations and manages a staff of 12 that includes five Segment Managers (one position is vacant), a Manager of Energy Efficiency, a Product Portfolio Manager (a newly created position that is currently vacant), a Segment Analyst (another new and vacant position), and related support staff.

Essential Duties and Responsibilities:

- Direct the C&I customer engagement team and programs in consideration of customer needs, industry and market trends, business goals and program offerings. Oversee segment and account planning, engagement events, education seminars, customer energy usages trends, scenario planning, and customer feedback.
- Directly supervise C&I Segment Managers, Product Portfolio Manager and Segment Analyst. Coordinates the activities and provides feedback to Segment Managers, and ensures appropriate training for Segment Managers.
- Directly supervise the energy efficiency and mass market customer marketing team. Develop and implement marketing and communication strategy to integrate into overall customer experience.
- Ensure input to executive leadership and other PNM internal functions such as Customer Service, NM Operations, Governmental Affairs, Pricing, Regulatory and Investor Relations to support external efforts, such as grid investments. Develop long-term customer partnerships.
- Direct the development of product offerings and solutions for customers in order to proactively respond to customer needs related to power quality, grid reliability & resiliency, and new technological innovations. Coordinate with Pricing and Regulatory to develop innovative programs for customers such as community solar.

- Maintain current knowledge and active involvement internally and in the business community to stay abreast of current industry trends and activities which impact customers.
- Coordinate and support Company efforts involving EPRI and EEI to help the electricity sector identify issues, technology gaps, and broader needs that can be addressed through effective research, development, and demonstration projects.

THE SUCCESSFUL CANDIDATE

Fully qualified candidates will offer a proven track record of success managing relationships with large commercial and industrial utility customers. The ideal candidate will also possess in-depth knowledge of electric utility operations, programs and service offerings, industry trends, and state and federal regulatory requirements. This experience should include familiarity with electric industry technologies related to electrification, energy efficiency, energy storage, etc.

The successful candidate will possess an executive presence and excellent communication skills with a proven ability to interface effectively with customers, government officials, media, special interest groups, employees and community partners. He or she must be immediately credible addressing utility-related issues at a high level and serving as the face of PNMR in a variety of forums.

A Bachelor's degree in business, engineering, marketing, or a related area of concentration with nine to eleven years of relevant experience is required. In addition, PNMR is targeting individuals with at least five years of experience within the utility or energy industry and five or more years of management experience, or an equivalent combination of education and/or experience. A Master's degree is preferred.

Ideal candidates will also offer demonstrated strength in strategic and analytical thinking. In addition, fully qualified candidates will possess vendor management expertise.

THE ORGANIZATION

PNM is an electric utility, first incorporated in 1917, that provides electric generation, transmission, and distribution service to its rate-regulated customers. In New Mexico, the utility's retail electric service territory covers a large area of north central New Mexico, including the cities of Albuquerque, Rio Rancho, and Santa Fe, and certain other areas of southern New Mexico.

PNM owns or leases 3,189 circuit miles of electric transmission lines that interconnect with other utilities in New Mexico, Arizona, Colorado, Texas, and Utah.

TNMP Electric is a regulated utility operating in Texas originally organized in 1925. TNMP Electric serves a market of small to medium sized communities, most of which have populations of less than 50,000. TNMP is the exclusive provider of transmission and distribution services in most areas it serves. TNMP Electric's service territory consists of three non-contiguous areas. One portion is approximately 10 miles north of the Dallas-Fort Worth International Airport. The second portion of its service territory includes the area along the Texas Gulf Coast between Houston and Galveston, and the third portion includes areas of far west Texas between Midland and El Paso.

Of PNMR's 1,881 employees, 1,093 reside in PNM, 355 in TNMP, 433 in PNMR corporate. Of PNM's 1,093 employees, 593 are covered by a collective bargaining agreement with the IBEW.

More information is available at:

www.pnmresources.com

www.pnm.com



THE COMMUNITY

The City of Albuquerque lies within Bernalillo County, located in central New Mexico, stretching across an area of nearly 1,200 square miles. Albuquerque has grown from 5,000 residents at the onset of the railroad era in the 1880's to about 560,000 in 2014. Albuquerque is also a center for tourism; attracting skiers, museum-goers, balloonists, and adventure-seekers of all kinds.

Albuquerque's temperate climate, large number of sunny days, proximity to both mountains and rivers, and central location along both the old Route 66 and current Interstate 40, have been drawing people to Albuquerque for years.

The cost-of-living in Albuquerque is 97.3% of the national average with a median home price of \$167,500.

More information on Albuquerque is available at: <https://www.visitalbuquerque.org/>
<https://www.cabq.gov/>

COMPENSATION, BENEFITS & RELOCATION

PNMR offers a competitive total compensation, benefits, and relocation package. Annual base pay will be commensurate with candidates' qualifications and experience, with additional incentives based on individual and company performance.

TO APPLY

Interested candidates should submit a resume to: pprouse@mfpllc.us.

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PNMR is an Equal Employment Opportunity Employer.

