



ALAMEDA
MUNICIPAL POWER

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ASSISTANT GENERAL MANAGER – CUSTOMER & ENERGY RESOURCES



About the City of Alameda

Situated on a 23-square-mile island in the San Francisco Bay, the City of Alameda is a vibrant, inclusive community known for its small-town character, historic neighborhoods, beautiful waterfront, and convenient access to Oakland and San Francisco.

Home to approximately 78,000 residents, Alameda offers an exceptional quality of life, with walkable business districts, shoreline parks, strong public services, and an engaged community. Sustainability, resilience, and thoughtful growth are central to the City's vision for the future—creating an environment where innovation and public service can have a direct and lasting impact.



About Alameda Municipal Power

Alameda Municipal Power (AMP) is a department of the City of Alameda and one of the nation's oldest publicly owned electric utilities. Founded in 1887, AMP has a long tradition of providing reliable, affordable, and environmentally responsible electricity while remaining locally governed and deeply connected to the community it serves.

Since 2020, AMP has provided customers with 100% clean power, supported by a diverse portfolio of renewable and carbon-free resources including geothermal, hydroelectric, wind, and landfill gas. Governed by an independent Public Utilities Board, AMP combines the advantages of local control with the sophistication of a modern electric utility. Its mission is to increase value to Alameda by providing safe, reliable, cost-effective, and environmentally responsible electricity.

As Alameda advances ambitious goals around decarbonization, building and transportation electrification, distributed energy resources, resilience, and affordability, AMP is positioned to play an increasingly important role in shaping the community's energy future.

AMP'S ORGANIZATIONAL STRUCTURE

- **Engineering and Operations** – Responsible for the design, construction, operation, and maintenance of AMP's electric transmission and distribution infrastructure and for maintaining safe and reliable electric service.
- **Customer & Energy Resources** – Provides strategic leadership for customer programs and services, business development, and key account management. The division also oversees energy resource planning and procurement, portfolio and risk management, rates and pricing, electrification, energy efficiency, communications, public benefits, and community engagement.
- **Administration** – Responsible for financial management, budgeting, utility billing and customer service, procurement and contracts, investment and debt management, organizational planning, facilities, and administrative operations, providing the financial stewardship and operational support that enable AMP to achieve its strategic objectives.

Together, these divisions position AMP to integrate reliable utility operations with clean-energy strategy and an increasingly customer-centered approach to the energy transition.

An Unparalleled Opportunity: Assistant General Manager – Customer & Energy Resources

This is a unique opportunity to help shape the future of public power in one of California’s most progressive and community-focused cities.

The Assistant General Manager – Customer & Energy Resources will serve as a key member of AMP’s executive leadership team, leading the critical intersection between customer strategy and energy resource strategy. This executive will ensure that customer programs and services, key account management, business development, rates, communications, and energy resource planning work together to deliver long-term value for customers and the Alameda community.

Reporting to the General Manager, the AGM will provide executive leadership across a diverse portfolio that includes customer programs and services, business development, key account management, energy resource planning and procurement, portfolio and risk management, rates and pricing, electrification, distributed energy resources, energy efficiency, communications, public benefits, and community engagement. Working closely with the General Manager and fellow Assistant General Managers, this executive will help shape enterprise-wide priorities, strengthen cross-functional collaboration, and build the organizational capabilities needed for AMP’s long-term success.



Why This Opportunity is Unique

Few utility leadership positions offer this breadth of influence. The AGM will help connect AMP’s wholesale energy strategy with its retail customer strategy—ensuring that power supply, rates, customer programs, and electrification initiatives work together to advance the utility’s long-term goals.

The position also presents a significant opportunity to strengthen collaboration between AMP, the City of Alameda, community organizations, customers, and regional partners. As electrification accelerates and customer expectations evolve, this leader will help translate AMP’s technical and energy expertise into programs and strategies that customers can understand, access, and value.

The AGM will also represent AMP before the Public Utilities Board, Northern California Power Agency, City leadership, regional organizations, community stakeholders, and industry partners, making executive presence, collaboration, and political acumen essential to success.

Position Summary

Under the general direction of the General Manager, the AGM – Customer & Energy Resources provides strategic leadership and executive oversight for AMP’s Customer & Energy Resources Division. The position directs customer programs and services, business development, key account management, energy resource planning and procurement, portfolio management, rates and pricing, regulatory and legislative activities, communications, and community engagement.

The AGM will lead strategies supporting decarbonization, building and transportation electrification, distributed energy resources, demand response, energy efficiency, customer affordability, and emerging energy technologies. Equally important, this executive will develop future leaders, strengthen organizational collaboration, foster a culture of accountability, ownership, and continuous improvement, and help position AMP for continued success in a changing energy environment.

Key Responsibilities

- Provide executive leadership for AMP's Customer & Energy Resources Division and contribute to utility-wide strategy and decision-making.
- Direct energy resource planning, procurement, forecasting, portfolio optimization, and energy risk management.
- Lead the development of rates and pricing strategies that balance financial sustainability, affordability, electrification, and customer needs.
- Advance innovative customer programs supporting building and transportation electrification, distributed energy resources, energy efficiency, demand response, and affordability.
- Strengthen AMP's engagement with customers and communicate the value of public power, clean energy, and emerging programs.
- Build collaborative partnerships with City departments, community organizations, regional agencies, customers, and industry partners.
- Represent AMP before the Public Utilities Board, NCPA, elected officials, regional organizations, and other external stakeholders.
- Evaluate emerging technologies, market developments, regulatory changes, and industry trends to identify opportunities for AMP.
- Develop, mentor, and empower division leaders and staff while fostering accountability, collaboration, innovation, and continuous improvement.
- Manage division budgets, contracts, consultants, performance measures, and strategic initiatives while contributing to enterprise-wide planning, organizational

performance, and executive decision-making.

- Partner with fellow executive leaders to implement AMP's Strategic Plan through integrated planning, cross-functional collaboration, and organizational performance improvement.

Leadership Profile

AMP is seeking a strategic, collaborative, and enterprise-minded utility executive who can operate comfortably across both the customer-facing and wholesale energy sides of the business while contributing to the overall leadership and long-term success of the organization. The ideal candidate will bring:

- Demonstrated ability to translate strategic vision into measurable organizational results through collaboration, performance management, and effective execution.
- Knowledge of public power, energy resources, customer programs, or related utility functions.
- Ability to translate complex energy and regulatory issues into clear business and customer strategies.
- Strong relationship-building skills and the ability to collaborate across organizational boundaries.
- Executive presence and credibility with governing boards, City leadership, industry partners, and community stakeholders.
- A customer-focused mindset grounded in affordability, accessibility, and measurable outcomes.
- Political and organizational acumen.
- A leadership style that develops people, encourages accountability, and empowers staff.
- Curiosity, adaptability, and a commitment to continuous improvement.

TOP PRIORITIES FOR THE ASSISTANT GENERAL MANAGER—CUSTOMER & ENERGY RESOURCES

Partner with the General Manager to Execute AMP's Strategic Plan

– Serve as a strategic partner to the General Manager and executive leadership team in implementing AMP's Strategic Plan by aligning customer programs, energy resources, organizational capabilities, and performance measures to achieve enterprise objectives.

Integrate Energy Strategy, Rates & Customer Programs

– Ensure AMP's power supply strategy, rate structures, electrification initiatives, and customer programs operate as an integrated portfolio that supports affordability, reliability, and Alameda's sustainability goals.

Advance Customer & Community Partnership

– Strengthen collaboration with customers, community organizations, City departments, and other partners while improving how AMP communicates and delivers the value of its programs and services.

Navigate a Changing Energy Landscape

– Position AMP to respond strategically to evolving energy markets, regulatory requirements, emerging technologies, distributed resources, and changing customer expectations.

Strengthen Regional & Industry Partnerships – Maintain strong relationships with NCPA and other regional partners while effectively representing AMP's interests in joint power and industry forums.

Build Organizational Capacity – Develop and empower staff, strengthen succession planning, encourage cross-functional collaboration, and foster a culture of accountability, innovation, and continuous improvement.

Education & Experience

The ideal candidate will possess a bachelor's degree from an accredited college or university with major coursework in engineering, economics, management, business or public administration, or a related field. A master's degree is desirable.

Candidates should have at least five years of progressively responsible professional experience in one or more relevant areas, including utility customer programs, energy resource planning, utility economics, management, business administration, or customer services, with at least two years of management or supervisory experience.

The most competitive candidates will bring a combination of leadership experience and knowledge spanning public power or electric utility operations, energy resource planning and procurement, portfolio and risk management, rates and pricing, customer programs, electrification, distributed energy resources, energy efficiency, regulatory affairs, community engagement, and joint power agencies.

AMP recognizes that exceptional candidates may bring different combinations of experience. Of greatest importance is the ability to provide strategic executive leadership across the interconnected customer and energy resource functions of a modern public utility while leading organizational change, developing people, and successfully implementing strategic initiatives.



Compensation & Benefits

Annual salary: \$243,811 – \$296,534

- 4 day, 36 hour work week
- Remote work up to 2 days per week
- CalPERS retirement
- Medical, dental, vision insurance
- Paid vacation, management leave, holidays, and sick time
- Life and disability insurance
- Deferred compensation options
- Professional development opportunities

How to Apply

To be considered for this exceptional opportunity, please submit your resume and cover letter of interest electronically to: **AGM.CER@thehawkinscompany.com** by **August 30th**

For additional information or confidential inquiries, please contact:

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