

Ashley Robinett is Alabama Power's vice president of Public Relations, where she oversees the company's corporate communications and brand management, providing strategic communications counsel that ensures messages reach employees, customers and key stakeholders.

Robinett most recently served as vice president of Corporate Real Estate, where she was responsible for managing the company's land holdings in support of business objectives through land management, acquisition and sales.

Prior to leading the company's corporate real estate efforts, Robinett was the area manager for Alabama Power's Birmingham Division, where she was responsible for business office operations, customer relations, community development and external affairs.

She joined Southern Company, the parent company of Alabama Power, in 2001 as an engineer for the Southern Power wholesale subsidiary. Robinett worked several years in Southern Company's Fuel Services organization, managing emission allowance procurement and other strategic environmental issues for the generating fleet. In 2008, she returned to Southern Power to manage its resource planning, risk analysis and business case development functions, including renewable energy. She has served as the assistant to the executive vice president and chief operating officer of Southern Company and to the president and chief executive officer of Alabama Power.



Ashley N. Robinett

Vice President of
Public Relations
Alabama Power
Company

Robinett is a graduate of Leadership Birmingham and is active in the community, serving on the boards of directors for the Zero Zero Foundation and Children's Harbor. She is a member of the Kiwanis Club of Greater Birmingham and the 2019-2020 Class of International Women's Forum Fellows Program.

She is a member of the Auburn Alumni Association board of directors and remains involved with the university through the Auburn Engineering Alumni Council and 100 Women Strong, an initiative that supports female students in the College of Engineering. She is a leader on the Alabama Power Council on Culture and Inclusion and serves on the Southern Company Diversity and Inclusion Alliance, which oversees the alignment and execution of diversity and inclusion strategies.

Robinett earned a bachelor's degree in chemical engineering with a minor in business from Auburn University. She is actively involved in her church, Dawson Family of Faith. She and her husband, Ryan, have two children, William and Claire.

Birmingham-based Alabama Power, a subsidiary of Southern Company, provides reliable, affordable energy to 1.5 million customers across the state.

