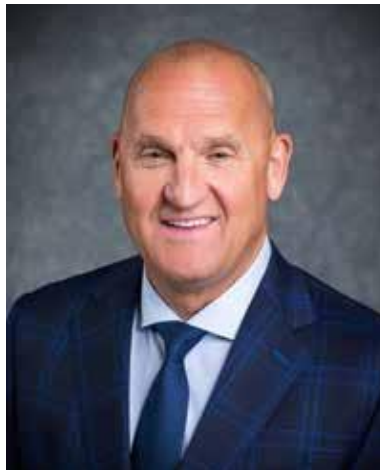


Jeff Peoples is Alabama Power's executive vice president of Customer and Employee Services. With more than 35 years of experience, Peoples oversees customer services, marketing and economic development strategy and operations, as well as the company's six geographic business divisions. In addition, he has responsibility of the company's labor relations, human resources products and services, safety, wellness, health and disability management functions for Alabama Power employees. Peoples provides leadership for West Region Human Resources at Southern Company, which includes Alabama Power, Mississippi Power, Southern Power and Southern Company's Operations organization.

He also serves as senior vice president of Operations Services for Southern Company Services where he is responsible for Operations safety and health, and human resources. Peoples leads Southern Company system efforts for external craft labor relations, and Power Delivery and Generation technical training. In addition, Peoples provides executive guidance for the Southern Company system's councils on safety and health, technical training and labor.

Prior to his current roles, he most recently served as senior vice president of Employee Services and Labor Relations for Alabama Power and executive vice president, chief administrative officer, and AGL Services president for Southern Company Gas.

Peoples began his career with Southern Company in 1984 as a chemical technician at Alabama Power's Plant Miller. He served in several positions of increasing responsibility in compliance, human resources, training, workforce development and technical field services.



Jeff Peoples
Executive Vice
President of Customer
and Employee Services
Alabama Power

In 2017, Peoples facilitated the negotiation of a national labor agreement between North America's Building Trades Unions and local contractors. The agreement provides favorable working conditions, significantly increases opportunities to build relationships with national labor partners and allows for stronger governance at the local level with state labor leaders and contractors.

In 2018, Peoples became a founding member of the Alabama Power Council on Culture and Inclusion, which focuses on strengthening a workplace environment of inclusion, respect and fairness, while leveraging the diverse talents of all employees.

Peoples serves on the boards of directors for the Alabama Power Foundation, Alabama Business Charitable Trust Fund, Bronze Valley, Southeast Labor and Management Public Affairs Committee, the National Utility Industry Training Fund, CPWR — The Center for Construction Research and Training, and the Alabama Governor's Labor-Management Conference. He serves on the advisory committee of the Council on Competitiveness which is addressing the challenges facing innovation, economic and workforce development in the U.S. He continues to serve as a leader

on the Alabama Power Council on Culture and Inclusion.

Peoples holds a bachelor's degree in chemistry and biological science from Lee University in Cleveland, Tennessee.

He and his wife, Rhoda, live in Hoover. They have two daughters, Katelyn and Caroline.

