

Jim Heilbron serves as senior vice president and senior production officer of Southern Company's West Production Group, sitting on the management councils of Mississippi Power and Alabama Power Company.

In this role, Heilbron oversees electric power generation of 14,303 megawatts from Mississippi Power Plants Watson, Chevron, Daniel, Sweatt and Ratcliffe; Southern Company Holdings' Plant Red Hills; and Alabama Power Company Plants Miller, Gorgas, Gaston, Gadsden, Greene County, Barry, Theodore and Washington County.

Previously, he was senior vice president and senior production officer for Alabama Power Company, where he was responsible for the company's generation functions, including 24 fossil and hydro units totaling about 12,200 megawatts of electric power generation.

Heilbron also has served as senior vice president and senior production officer for Southern Power. In this position, he oversaw the operations of more than 8,000 megawatts of electric power with facilities in Alabama, Florida, Georgia, North Carolina, New Mexico, Nevada and Texas.

He joined Georgia Power, a subsidiary of Southern Company, in 1998 as a plant engineer and was named plant manager

at Georgia Power's Plant Wansley in 2006. Prior to this position, he served as plant manager of Southern Power's Plant Franklin. Previously, Heilbron has worked in a number of facilities in various roles, including maintenance, operations and large project management.

Prior to joining Southern Company, Heilbron worked for Milliken & Company as a production manager in the Floor Covering business unit.

A native of Florida, he is a graduate of Auburn University, where he received a bachelor's degree in civil/environmental engineering and a master's degree in environmental engineering. He completed a master's in business administration at Emory University in 2001.

Heilbron is a current member of the National Multiple Sclerosis (MS) Society, Alabama-Mississippi Board of Trustees. He also serves on

the board of Magic Moments, the Alabama Power Company Academic Excellence Program at Auburn University, and The McCrary Institute.



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