

Member Spotlight



In the Spotlight with SEEA Member Georgia Power

Products	Utility services
Revenue	8.31 billion
HQ	Atlanta, GA
Areas Served	Georgia - 2,515,130 customers served
# Employees	Approximately 7,000



Meet Jeff Smith

- Energy Efficiency Strategy Manager, Georgia Power
- SEEA Member Representative
- SEEA Board Member

Jeff describes Georgia Power’s membership with SEEA as “a chance to grow industry relationships, make new friends, and deepen my knowledge of energy efficiency in the Southeast. I love the idea of working with a group of intelligent and dedicated professionals who have the same interests as me. While we all have different specialties, drivers and focuses, we all want what is best for the industry and work well together towards that mission.”

Jeff has a passion for energy efficiency. As a fifth generation Georgia Power employee and Atlanta native, he began his career doing energy audits and has continued to be involved with Georgia Power’s energy efficiency efforts for over 25 years.

In his pastime, you may find Jeff golfing, grilling, or cheering on his daughter at a basketball game with his wife. His laid-back nature and natural curiosity have even led him to break into a prison. “It wasn’t as exciting as it seems. I was visiting a family friend and they took me to the prison where Shawshank Redemption was filmed. I went into a door marked entrance, but it turned out the sign was old and the prison had been closed for years.”

His favorite quote, “The present moment used to be the unimaginable future” by Stewart Brand, reminds him to never give up on seeking for answers or innovative ways to do things. This idea is in sync with the current work he is focused on at Georgia Power. “We are currently working on several energy efficiency pilot programs. These include determining if home automation has energy efficiency benefits, commercial behavioral programs, water heater, and smart thermostat demand response programs to name a few.”