

**2024  
INVESTMENT CHALLENGE  
PROGRAM CONFERENCE**

TVA Executive & Financial Services Bios



**BETH GEER**  
BOARD OF DIRECTORS, TVA



**Focus and Experience**

Beth Prichard Geer is Chief of Staff to former Vice President Al Gore and serves as a member of Nashville Mayor John Cooper's Sustainability Advisory Committee. Geer has extensive policy and outreach experience on issues including climate change, environmental justice, and regenerative agriculture. She has served in senior roles in the Clinton-Gore White House, Department of Labor, and United States Senate. As a native of rural Tennessee, she graduated with honors from Middle Tennessee State University and earned the Public Leadership Executive

Certificate from the Harvard Kennedy School Senior Managers in Government program. She resides in Brentwood, Tennessee with her husband, Dr. John Geer.

- Geer is from Alexandria, Tennessee; originally from a rural town of 900 in DeKalb Co.
- Earned her bachelor's degree from MTSU in 1987, concentrating on advertising and public relations
- Worked in community and investor relations for several private companies and managed communications for Cumberland University in Lebanon, TN.
- Husband John is the Dean of the College of Arts and Science at Vanderbilt University
- Has (4) children ranging in age from 24 to 36
- Enjoys binge watching shows on Netflix and Showtime

## JOHN THOMAS

EXECUTIVE VICE PRESIDENT, CHIEF FINANCIAL & STRATEGY OFFICER, TVA



John M. Thomas III, TVA's executive vice president and chief financial & strategy officer, leads financial services functions- including Strategy; Financial Planning and Business Development; Treasury; Contoller; Risk Management; Business Services; Investor Relations; Commercial Transactions; Technology, Innovation and Research; and Information Technology-for the nation's largest public power provider with annual revenues of more than \$11 billion.

He is instrumental in keeping TVA's rates low and stable through sound business and financial planning, as well as debt management. Under his leadership, the organization has created one of the strongest balance sheets in the industry-keeping rates lower than 70 percent of the rest of the nation.

TVA's financial performance under Thomas' leadership has been so successful that the company has announced that it will keep rates stable until 2030 - a key provision in the long-range financial plan. This has been a key factor in launching TVA's Long-term Partnership Proposal, an arrangement wherein local power companies have signed a 20-year business agreement with TVA, in which partners get more involvement in the organization's planning, a 3.1 % wholesale power rebate and flexibility to generate up to 5% of their own energy needs.

Despite losses in power sale during the COVID-19 pandemic, TVA's strong financial position has made available \$1 billion in customer relief credits in FY20, and a \$200 million rate reduction in FY21. TVA also has provided to date \$4 million in matching funds via its Community Care fund and has provided additional incentives for large industrial customers to stay in operations through its Back to Business program.

Thomas also oversees new technology exploration in the fields of solar energy, batteries, connected communities and electric vehicle infrastructure among others.

Previously, Thomas served as executive vice president of People and Performance, responsible for TVA's organizational effectiveness initiative, human resources, compliance, performance analysis, diversity and labor relations, and TVA security functions. Thomas has also served as senior vice president for corporate governance and compliance, vice president and controller, and chief accounting officer.

Before joining TVA, Thomas was chief financial officer for Benson Security Systems, a security system integrator located in Phoenix, Arizona, responsible for strategic planning, accounting operations, treasury and financial reporting. Prior to that, he was controller and director of risk management at Progress Fuels Corporation and Progress Ventures Inc., both subsidiaries of Progress Energy, a diversified energy company headquartered in Raleigh, North Carolina.

**TOM RICE**  
**VICE PRESIDENT, TREASURER & CHIEF RISK OFFICE, TVA**



**Focus and Experience**

Tom Rice serves as the Vice President, Treasurer, and Chief Risk Officer for the Tennessee Valley Authority. In this role, he oversees TVA's nearly \$21B debt portfolio and \$12B of investments, cash management activities, investor relations, credit and insurance programs, and enterprise risk management. As the Chief Risk Officer, Tom Chairs the Executive Risk Council which oversees management of enterprise risk and fosters an appropriate risk management culture at TVA.

Prior to assuming his current role, Tom served as Vice President of Financial Operations & Performance, where he was responsible for the operational controllers, the enterprise's annual budget and business plan, capital allocation, organizational benchmarking, and internal financial reporting.

Before moving to Financial Operations & Performance, Tom led pricing programs and strategy, interacting regularly with TVA customers and stakeholders on rate products, the interruptible portfolio, and wholesale rate strategy.

Since joining TVA in 2002, Tom has served in a variety of leadership roles including Senior Manager of Capacity Planning & Fleet Strategy, Senior Manager of Metrics & Performance Analysis, and Manager of Power Trading.

Tom earned a Bachelor's degree in Economics from King College and an MBA from the University of Tennessee, Knoxville.

Tom is active in the Chattanooga community, serving as President of the board of the Chattanooga Autism Center and on the board of the United Way of Greater Chattanooga. Tom enjoys spending his free time on the water with his wife, Lesley, and two children, Andrew (15) and Emily (12).

**BRIAN CHILD**  
VICE PRESIDENT, ENTERPRISE PLANNING, TVA



**Focus and Experience**

Brian Child leads TVA's Enterprise Planning organization where he is responsible for TVA's strategic planning process, including long-range financial and resource plans, with the objective of meeting the Valley's energy needs in the most effective way. Child has served in this position since 2019 and has been part of the Enterprise Planning leadership team since 2015.

Child began his TVA career in 2001 as a financial analyst. During his 20+ year career at TVA, Child has also served as TVA's Director of Labor Relations and as the senior advisor to TVA's Chief Administrative Officer and Executive Vice President of Administrative Services.

Child graduated from the University of Tennessee at Knoxville with a bachelor's degree in public administration, a master's degree in business administration, and a doctor of jurisprudence degree. In September 2013, Child was appointed to serve on the TVA Retirement System Board of Directors and served as the board chair from 2018 through 2023.

Child is licensed to practice law in Tennessee. He also serves as the official statistician for the University of Tennessee at Knoxville's home football games.

Child and his wife, Holly, reside in Knoxville, Tennessee along with their two daughters.

## REBECCA JONES

VICE PRESIDENT, FINANCIAL OPERATIONS & PERFORMANCE, TVA



### Focus and Experience

Ms. Jones currently serves as TVA's Vice President of Financial Operations and Performance. In this role, she is responsible for oversight of Operations & Maintenance and capital spend for all of TVA's business units. She oversees all of the operational controllers, and has responsibility for business planning, benchmarking, performance analysis, management reporting, enterprise capital allocation, and project portfolio management.

Prior to this assignment, Rebecca served in various TVA roles as TVA's Assistant Controller and Director of Accounting Reporting and Research, Director of Power Customer Contracts, Director of Treasury Management, Controller for corporate organizations, and Senior Manager of Business Planning and Reporting. Prior to joining TVA, Ms. Jones served as Senior Auditor for PricewaterhouseCoopers LLP where she gained diverse experience performing and managing significant engagements for public and privately owned entrepreneurial, high growth, utility, manufacturing, retail and mortgage banking clients.

Ms. Jones has 23 years of experience in such areas as management, finance and accounting, and strategy and planning. Notable projects in these roles include preparing and presenting executive level materials to the Board of Directors, Tennessee Valley Public Power Association, and the Office of Management and Budget, designing the long-term partner agreement, implementing TVA's financial reporting and budgeting systems, and developing an activity-based business planning process. She is passionate about maximizing talent and developing long-term process and system improvements that add business value.

Rebecca earned Bachelor of Science degrees in Accounting and Mathematics with honors from Converse College and a Master of Business Administration from the University of Tennessee Knoxville. She is also a Certified Public Accountant in the state of Tennessee. She lives in New Market with her husband, Heath, and two children, Wyatt and Caroline.

**DIANE WEAR**  
**VICE PRESIDENT AND CONTROLLER, TVA**



**Focus and Experience**

As Tennessee Valley Authority's (TVA) Vice President and Controller, Diane Wear serves as the Principal Accounting Officer for financial filings with the Securities Exchange Commission. Diane is responsible for maintaining all general ledger accounting, revenue billing, payroll and expense reimbursement, Sarbanes-Oxley compliance, accounts payable, fuel accounting, technical accounting, all accounting policies and financial systems and processes. Based in Knoxville, Tennessee, she reports to the Chief Financial Officer, John Thomas.

Prior to becoming Vice President and Controller, Diane served as the Assistant Controller focusing on external reporting and accounting policy and research.

Prior to coming to TVA in 2008 from PricewaterhouseCoopers LLP, Diane was a Managing Director responsible for managing the delivery of audit and advisory services to clients as well as supervising all professional and administrative functions within the Knoxville, Tennessee office. In addition, Diane served the firm on a National level as an Employee Benefit Plan Specialist by consulting with audit teams and clients on compliance issues with plans as well as developing and leading training programs in this area for the entire US firm. Diane spent 17 years in public accounting in various roles.

**TAMMY WILSON**  
**VICE PRESIDENT, CHIEF INFORMATION & DIGITAL OFFICER, TVA**



**Focus and Experience**

Tammy leads TVA's Technology & Innovation organization and is responsible for TVA's enterprise technology and innovation strategy, along with the technology planning, operational, artificial intelligence, cybersecurity, and support functions. TVA is a corporate agency of the United States that provides electricity for business customers and local power distributors. TVA has 38,000 MWs of diverse generation capacity serving 10 million people in parts of seven southeastern states and \$12 billion in annual revenue.

Tammy's organization is currently leading TVA's enterprise-wide digital transformation effort, aimed at increasing the performance of TVA's assets and improving the safety and productivity of TVA's employees, through applying technology to modernize how we innovate, operate and work throughout the company.

Prior to the CIO position, Ms. Wilson served as the Vice President, Treasurer and Chief Risk Officer overseeing a \$21 billion debt portfolio and \$12 billion of investments, corporate credit and Insurance, and responsible for reporting to the CEO and board on TVA's Enterprise Risk program. Prior to her role as Treasurer, she served as TVA's Vice President, Financial Strategy and Corporate Development, where she was responsible for TVA's corporate and business development, improving processes to reduce capital spend across the company, and ensuring TVA had the needed financial flexibility to execute its long-term strategy and vision. Ms. Wilson is an accomplished executive with over 30 years of demonstrated success and outstanding leadership experience in long-term strategy planning, technology adoption and utilization, process improvement, as well as financial results and risk culture transformation.

Ms. Wilson serves on the Energy Advisory Council of the Federal Reserve Bank of Atlanta.

Ms. Wilson is a graduate of Leadership Knoxville and Leadership Tennessee. She is a recent graduate of the MIT Nuclear Reactor Training Course. She serves on the board of the Boys & Girls Clubs of the Tennessee Valley.

Ms. Wilson holds an M.S. in accounting from the University of Tennessee and a B.S. in accounting from the University of Kentucky.



**CASS LARSON**  
**VICE PRESIDENT, CONTRACTS & RATES STRATEGY, TVA**



**Focus and Experience**

As vice president of Contracts & Rates Strategy, Cass leads the team that develops and implements wholesale rates and pricing and manages customer contracts to best meet the needs of our customers.

The team is continuing to seek pricing options that better align with TVA costs; exploring long term pricing strategies that support commercial energy solutions; and transform customer contracts and processes to support a more diverse set of future relationships.

Cass was previously the director of Resource Planning & Strategy in Enterprise Planning. This group is responsible for determining TVA's capacity requirements and position, guiding major asset decisions and fleet strategy, and Integrated Resource Plan analytics. The team also plans outages and provides generation planning that supports fuel acquisition, TVA fuel revenue and business planning.

Prior to this role, Cass served as director of Structuring & Portfolio Management where he managed structuring evaluations for both fuel deals and demand-side programs like energy efficiency. Scope also included, hedge program analytics and guidelines, commercial portfolio analytics seeking to optimize system decisions like coal and oil inventory and supervising the group that supported IT systems for Power Supply and Fuels operations.

Cass previously served in a variety of functions from analyst to senior manager in the Pricing, Risk Management and Corporate Finance organizations. A key contribution during this time was developing TVA's Fuel Cost Adjustment, then leading implementation and change over time, in addition to managing communications and routine rate determination. He also led customer negotiations for interruptible rates, analyses for multiple large directly served customer deals into the billions of dollars and designed and implemented TVA's Real Time Pricing Rate Program.

Cass began his TVA career as an intern supporting TVA Board Director Johnny Hayes.

**Education**

- BScH, Queen's University
- MBA, Tennessee Technological University

**LYNDSAY SNECKENBERGER**  
SENIOR CONSULTANT, FINANCIAL SERVICES, TVA



**Focus and Experience**

Lyndsay Sneckenberger is responsible for promoting an engaged workforce and developing strong leaders within the Financial Services organization. Her responsibilities include: oversight and execution of the Financial Services Intern Program, establishing relationships with Valley area colleges and participating in talent recruiting events; oversight, execution and support of the Financial Services University (FSU) employee development program and development and execution of the Financial Services Leadership University (FSLU) program for leaders within the Financial Services organization. Lyndsay also serves as the lead and Champion for the Spectrum Employee Resource Group at TVA for the

LGBT community and allies and is highly engaged in furthering an atmosphere of diversity, equity and inclusion for all demographics across TVA.

Notable projects under Sneckenberger's current direction include the development of an Financial Services Intern Program designed to allow participating interns to gain a broader understand of Financial Services and TVA as well as development of Financial Services Leadership University, a program designed to teach essential leadership skills in a standard and repeatable manner.

Most recently, Sneckenberger aided in developing and launching the Laying the Foundations program which provides a consistent approach to developing entry level associates that aligns to the key skills needed for all finance professionals.

Sneckenberger previously served as Lead Analyst and Program Manager in Operational & Regulatory Assurance and supported the 2015 GOES project implementation and policy governance efforts which focused on providing structure and oversight of TVA's document hierarchy to achieve consistency, simplification and ease of use.

Prior to joining TVA, Sneckenberger practiced law in Georgia and Alabama.

**Education**

- BA, Roanoke College
- JD, Samford University

**JUSTIN MAIERHOFER**  
REGIONAL EXECUTIVE, TVA



**Focus and Experience**

Justin Maierhofer is Regional Vice President of the Tennessee Valley Authority's North region, which spans TVA's service territory in middle Tennessee and Kentucky. In this role, Justin is responsible for developing engagement strategies with local power companies, directly-served industries, public officials, and community non-profit organizations. He is honored to lead a team that is committed to providing exceptional service for stakeholders.

Justin has spent over 25 years working at the intersection of policy, politics and the energy industry both in our nation's capital and the Tennessee Valley. During Justin's 21-year career at TVA he has served in key leadership roles, including vice president of Government Relations and as Chief of Staff for 3 TVA CEOs.

Early in his career, Maierhofer served in both the executive and legislative branches of government, as a legislative liaison for the U.S. Department of Energy and as staff for the late U.S. Senator Paul Coverdell from Georgia. He joined the TVA Washington office in June 2002.

A proud native of Carrollton, Georgia, he earned a bachelor's degree in history from Florida State University and a master's degree in political management from George Washington University. He and his wife, Kelley are proud parents of three teenagers, Carson, Sadie and Thomas. They live in Brentwood, Tennessee.

**JARED MITCHEM**  
REGIONAL EXECUTIVE, TVA



**Focus and Experience**

Jared Mitchem was born, raised, and schooled in Alabama. After graduating from the University of Alabama School of Law, he practiced law for seven years – at ExxonMobil and in private practice – before joining TVA in 2007. At TVA, he has led TVA teams in Economic Development, Pricing & Contracts, the Office of the General Counsel, and now External Relations where he serves as TVA’s Regional Vice President for TVA’s South Region. As Regional Vice President, Jared is responsible for making sure that regional stakeholder priorities drive TVA’s corporate decisions and that TVA’s partnerships in the region create value and powerful impacts for the public we serve together. His team includes customer, government, and community relations professionals working across the 17 Alabama counties TVA serves.

**MARK YATES**  
REGIONAL EXECUTIVE, TVA



**Focus and Experience**

Mark Yates is the Tennessee Valley Authority's regional vice president for the West Region. A native Memphian, Yates holds an Executive Master of Business Administration degree from Vanderbilt Owen Graduate School of Management and Bachelor of Arts from Howard University in Economics and Finance.

A trained process thinker with a Six Sigma certification and economic theorist, Yates has led numerous teams and organizations on successful endeavors throughout his career. Some of the titles he has held and organizations he has helped include Chief of Staff and CFO at LeMoyne-Owen College, Executive Director and Founder for Voices of Memphis' Children at LeBonheur Children's Hospital, Senior Vice President and Investment Banker for Rice Financial Products, Chief Investor Relations Officer and Senior Vice President for First Horizon National Corporation, Senior Vice President and Investment Banker for FTN Financial, Vice President and Commercial Lender for First Tennessee Bank, Vice President and Investment Banker for Morgan Keegan & Company, and Chief of Staff for the U.S. House of Representatives Office of Harold Ford, Jr.

A seasoned board member and community advocate, Yates currently serves or has served as Chairman of River City Capital, a Community Development Finance Institution, Memphis / Shelby County Land Use Control Board, Juvenile Court Foster Care Review Board, Memphis / Shelby County Industrial Development Vice Chair, member of the 100 Black Men organization, Shelby County Health and Education Board Treasurer, Shelby County Board of Equalization, LeMoyne-Owen College Finance Professor, DCS Community Advisory Board, Regional Medical Center Board, Star Academy Charter School, Leadership Memphis 2019, Omega Psi Phi Fraternity, Inc., The Memphians and Chair of the Shelby County Democratic Party.

Yates is married. He and his wife have two adult daughters with college degrees from University of Colorado, Boulder and Agnes Scott College.