

Aaron Mitchell

Senior Vice President, Strategic Growth | Georgia Power



Aaron Mitchell serves as senior vice president, Strategic Growth for Georgia Power. Named to the role in July 2025, Mitchell is responsible for leading our strategic direction and commercial efforts to serve large customers and ensure our strategy is successfully executed.

Mitchell joined Georgia Power in 2001 as an environmental specialist. During his career, he has held a number of leadership positions in Customer Service and Region Operations, External Affairs and Environmental Affairs. Among other positions, he served as assistant to the executive vice president of External Affairs for Georgia Power, where he supported the company's efforts in Corporate Communication, Community and Economic Development, Environmental Affairs, Governmental and Regulatory Affairs and Land Management.

Prior to his current role, Mitchell served as vice president, Pricing and Planning, where he led the company's system planning, pricing & rates, utility relations and renewable development strategy. He also served as vice president, Environmental Affairs, where he led Georgia Power's policy and strategy for air, land, water, natural resources management and all environmental conservation, stewardship and compliance activities. He also served as area manager in Georgia Power's Coastal Region in Brunswick, Ga., with responsibility for leading the distribution, engineering and customer service functions.

Mitchell has served two operating companies in Southern Company, Georgia Power and Savannah Electric. He previously served on the board of directors of the Georgia Industry Environmental Coalition and board of trustees of The Nature Conservancy in Georgia. He currently serves on the board of trustees of the Chattahoochee Nature Center and serves as chair for the Energy and Natural Resources Committee of the Georgia Chamber.

Mitchell holds a Bachelor of Science degree in environmental health from the University of Georgia.