

Latanza Adjei

Senior Vice President, Customer Experience & Chief Customer Officer | Georgia Power



Latanza Adjei serves as senior vice president and chief customer officer of Georgia Power, transforming how customers experience and interact with the company. She is responsible for orchestrating seamless interactions across physical and digital channels which enhance the customer experience for the entire customer base. The organization effectively measures customer happiness and provides robust insights into the drivers of customer satisfaction to build customer loyalty, revenue growth and cost reduction.

Prior to her current role, Adjei served as vice president of Corporate Services for Georgia Power, Southern Company Gas and Southern Company. In this role, she provided leadership and oversight for an array of asset management functions. These included Facilities Services, Fleet Services, Forestry and Right of Way Management, Metering Services, Cable Locating and Claims, and the company's industrial equipment repair shop.

Adjei also served as the vice president of Sales and Marketing for Georgia Power. In this role, she led the implementation of the company's top line revenue growth strategy. She was responsible for product development, product distribution across channels, e-commerce, sales management and energy efficiency. Her efforts were designed and executed to deliver top quartile customer satisfaction, create revenue growing relationships and positively impact the organization's culture.

Adjei began her career with Georgia Power in 1994 as an industrial and systems engineering co-op student from Georgia Tech. During her career, she has served in positions of increasing responsibility in pricing & planning, marketing, sales, and customer service, including Business Call Center supervisor, Lighting Services Sales manager, assistant to the executive vice president of Customer Operations and director of Georgia Power's Customer Care Center.

A native of Atlanta, Adjei earned a bachelor's degree in industrial engineering from the Georgia Institute of Technology. She is a graduate of Leadership Rockdale, DeKalb, and Atlanta. In the community, she is currently a trustee of the Georgia Tech Alumni Association and Leadership Atlanta. She also serves on the boards of Georgia Tech's College of Engineering Advisory, Grady Health Foundation and the Fox Theatre.

Latanza resides in Atlanta with her husband Solomon. They enjoy playing tennis and traveling extensively, having visited five different continents.