

Pedro Cherry

Executive Vice President, Customer Service and Operations • Georgia Power

Pedro Cherry serves as executive vice president of Customer Service and Operations (CSO) for Georgia Power. He leads 5,000-plus employees in the CSO organization with responsibility for the company's customer service efforts, power delivery, sales, pricing and planning, regional external affairs and corporate services. Named to the role in February 2017, Cherry is responsible for operating and maintaining an electric system that serves 2.5 million customers in all but four of Georgia's 159 counties.

Cherry began his career with Southern Company in 1997 at Southern Energy Inc., the subsidiary that later became Mirant Corp., where he held positions of increasing responsibility, including chief financial officer for South America and the Caribbean Region, vice president of international finance, and vice president of planning and performance management. He returned to Southern Company in 2006, serving as finance manager for Southern Generation/Southern Power and then as assistant to the chief financial officer of Southern Company.

In 2010, Cherry became Metro West Region manager for Georgia Power and was named vice president of



community and economic development in 2012. Prior to his current role, Cherry served as senior vice president of Metro Atlanta Region with responsibility for the company's operations, sales, customer service, economic and community development and external affairs activities for 1.2 million customers across metro Atlanta.

Before joining Southern Company, Cherry worked as an engineering and business analyst for Carolina Power and Light Corp. Cherry earned a bachelor's degree in industrial engineering and an MBA in operations management and finance from Auburn University.

He is a member of the CFA Institute, 100 Black Men of Atlanta, the Auburn Athletics Strategic Advisory Committee, Auburn's Alumni Engineering Advisory Council and is a graduate of Leadership Atlanta, Leadership Georgia and the Atlanta Regional Commission's Regional Leadership Institute.

Cherry serves on the boards of the Georgia Department of Economic Development, Clark Atlanta University, Zoo Atlanta and the Georgia Tourism Foundation. In addition, he serves on the advisory board of the North Georgia Division of Synovus and the Georgia Chamber board of governors.