



Brenda Jackson  
Retired SVP and Chief Customer Officer

Brenda Jackson is the former Senior Vice President and Chief Customer Officer for Oncor, retiring in June, 2013. As Chief Customer Officer, she was dedicated to creating a customer-centric culture where customer viewpoints and questions were considered in all corporate decision making. She led a team of 185 Oncor employees and indirectly the dedicated customer care employees of a major contractor.

Her accountabilities included:

- Cultivating and sustaining effective customer, municipality and community relationships with key stakeholders
- Overseeing the development and implementation of economic development initiatives that attract, retain and grow service area businesses
- Assuring the company's energy efficiency programs met the mandate of the Texas Electric Choice Act which calls for reduction in statewide energy consumption through market-based programs available to all customer classes
- Maintaining liaison between Oncor and retail electric providers and end-use customer care, spear-heading the development and management of Oncor's corporate philanthropy and volunteer programs
- Overseeing communications

In her 40 years with Oncor, Jackson spent the lion's share of her career in customer operations, customer service and community relations functions. She was one of the four steering committee officers who led the Competitive Action Plan initiative that re-engineered the company and eliminated \$200 million of expense in 1992. She also managed the Businesses Services human resource, information technology, administrative services, procurement and environmental services functions. Additionally, she chaired the officer steering committee of the WINS Project to reduce administrative and general expenses.

Throughout her career Jackson served on countless civic and community boards, including the boards of the Teacher's Retirement System of Texas, the YWCA of Metropolitan Dallas, the City of Dallas Private Industry Council and the Dallas Symphony Association Board of Governors. She currently serves on the Board of Directors for the Diabetes Health & Wellness Institute at the Juanita J. Craft Recreation Center in Dallas. For five years, Jackson served on a regional panel to select finalists for White House Fellowships.

Jackson graduated from Prairie View A&M College with a bachelor's degree and holds a graduate finance certificate from Southern Methodist University in Dallas.