



Robert A. (Bob) Schaffeld

Senior Vice President and Chief Development Officer

Southern Power

Bob Schaffeld serves as senior vice president and chief development officer for Southern Power, a subsidiary of Southern Company. Southern Power is among the largest wholesale energy providers in the United States, meeting the electricity needs of municipalities, electric cooperatives, and investor-owned utilities. Schaffeld is responsible for the company's project development and construction functions.

Most recently, Schaffeld served as Southern Power's chief commercial officer, where he was responsible for the company's new business opportunities, existing customer relationships and acquisition efforts. Prior to joining Southern Power, Schaffeld served more than five years as vice president of transmission for Southern Company, where he was responsible for overseeing the engineering and bulk electric operations of Southern Company's transmission grid. He served as the general manager of design in engineering and construction services for Southern Company's fossil-hydro power plant fleet. Other key positions Schaffeld has held in the Southern Company system include director of compliance and external affairs for Southern Power and director of natural gas services for Southern Company Services.

Before he joined Southern Company, Schaffeld was the manager for environmental and engineering services for Duke Energy North America, where he oversaw environmental and engineering support for new wholesale power generation project development nationwide. Schaffeld holds a bachelor's degree in civil engineering from Auburn University, a master's degree in environmental engineering from the University of Alabama, and master's degrees in both environmental management and business administration from Samford University.

Schaffeld currently serves on the Auburn University Samuel Ginn College of Engineering Alumni Council and Parent Leadership Council. He also serves on the Industry Advisory Board for the University of Alabama at Birmingham's Civil, Construction and Environmental Engineering department.

Schaffeld and his wife live in Birmingham, Alabama, and have four children, one daughter and three sons.

