



Jeff Peoples

Chairman, President and CEO | Alabama Power Company

Jeff Peoples is chairman, president and chief executive officer of Alabama Power Company, which provides electricity to more than 1.5 million customers across the state.

With more than 35 years of experience, Peoples began his career as a chemical technician at Alabama Power's Plant Miller and has held several leadership positions within Southern Company and its subsidiaries, including executive vice president and chief administrative officer of Southern Company Gas and senior vice president of Operations Services for Southern Company Services.

Most recently, Peoples was executive vice president of Customer and Employee Services at Alabama Power, where he oversaw customer services, marketing and economic development strategy and operations, as well as the company's six geographic business divisions. In addition, he was responsible for Alabama Power's labor relations, human resources, safety, wellness, health and disability management functions.

Peoples is recognized as a national leader in labor relations and workforce development. He is chairman of the board of the Economic Development Partnership of Alabama. He also serves on numerous industry and nonprofit boards, including the Alabama Power Foundation, Business Council of Alabama, CPWR – The Center for Construction Research and Training, Paths for Success Foundation and TradesFutures.

A native of Alabama, Peoples earned a bachelor's degree in chemistry and biological science from Lee University in Cleveland, Tennessee. He and his wife, Rhoda, have two daughters.