

Jacinda B. Woodward, P.E.
Retired Executive
Tennessee Valley Authority

Jacinda invested nearly forty years working with the Tennessee Valley Authority, the largest public power provider in the United States, serving more than 10 million people across an 80,000 square mile region in Tennessee and parts of six other states in the Southeast. In addition to energy production, TVA also provides environmental stewardship, managing 293,000 acres of public land and the fifth largest river system in the country.

She most recently served as Senior Vice President, Power Operations. In this role, she was responsible for the operation, maintenance and fuel acquisition for TVA's coal-fired, natural gas and hydropower generation assets, providing 25,000 megawatts of generating capacity from 52 locations to meet TVA service territory needs.

Prior to this assignment, Jacinda was Senior Vice President of Resources & River Management, a business unit responsible for personnel and public safety, environmental operations and compliance, TVA building facilities maintenance, and stewardship of the public lands and river system for which TVA is responsible.

Jacinda also served as Senior Vice President, Transmission & Power Supply. This business unit is responsible for the planning, design, construction, maintenance and real-time operation of TVA's 16,000 mile transmission system. This business unit also has responsibility for TVA's generation unit commitment and dispatch, power trading and power acquisition as well as reliability coordination services for seven electric utilities in parts of eleven states.

She served as Vice President, Transmission Reliability & Operations, a business unit responsible for real-time power system operation with accountability for transmission operations, reliability coordination, transmission provider services, balancing authority, and operational planning functions and as Vice President, Power Control Systems, a business unit responsible for TVA's SCADA and telecommunications systems used for control and visibility of TVA's power system.

Prior to her executive roles, Jacinda gained experience in design, maintenance, operations, program development, and project management in the nuclear, information technology and transmission divisions of the company.

Jacinda is an active member of the University of Tennessee Board of Advisors for the Tickle College of Engineering and serves as a mentor for the Integrated Business and Engineering Program. She also participates on an advisory board for a local small business and volunteers with non-profit organizations in her community.

Jacinda earned a Bachelor of Science degree in electrical engineering from Auburn University. She is a registered professional engineer in the state of Tennessee. She is married and has two daughters.