

A white silhouette of a lighthouse with a searchlight beam shining across the top of the page. The background is blue with a yellow curved line.

**FOR IMMEDIATE RELEASE**

**Media Contact:**  
Jay Ryan  
CCO Council  
[jay@ccocouncil.com](mailto:jay@ccocouncil.com)  
617-823-3329

## **Oncor's Brenda Jackson Joins Chief Customer Officer Council**

Energy industry executive joins elite organization of C-level customer advocates

**LITTLETON, MA, July 22, 2011** -- The Chief Customer Officer (CCO) Council, the only member-led peer-advisory network offering unparalleled insight and assistance into the critical issues facing CCOs, announced today that Brenda Jackson, Chief Customer Officer at Oncor, Dallas, TX, has joined perhaps the world's most exclusive think tank for C-level business executives. Oncor is a regulated electric distribution and transmission business that uses superior asset management skills to provide reliable electricity delivery to consumers. There are fewer than 450 CCOs in the world, and now roughly five percent are members of the CCO Council.

At Oncor, Brenda is dedicated to creating a customer-centric culture where customer viewpoints and questions will be considered in all corporate decision-making. She oversees a team of 185 Oncor employees and, indirectly, the dedicated customer care employees of a major contractor. She was one of the four steering committee officers who led the Competitive Action Plan (CAP) initiative that reengineered the company and eliminated \$200 million of expense in 1992. She also managed the Business 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.

"I've always believed that a successful company's business strategy is driven by customer input," Jackson said. "I am proud to be the voice of the customer at Oncor and am excited to join an organization that is dedicated to the same customer advocacy principles in which I believe."

"Brenda is a stalwart customer advocate in the utility industry," said Curtis N. Bingham, founder and executive director of the Chief Customer Officer Council. "Her deep knowledge of customer satisfaction will be a welcomed addition to the CCO Council."

**About the Chief Customer Officer Council**

Bingham defines a chief customer officer as an executive who provides the comprehensive and authoritative view of the customer and creates corporate and customer strategy at the highest levels of the company to maximize customer acquisition, retention, and profitability. The Council helps its members avoid experimenting at customer expense as they drive more profitable customer behavior, create powerful, customer-centric cultures, and drive sustainable business results. Members benefit from one-of-a-kind peer interaction, the annual CCO Summit, member roundtables, executive briefings, research and resources, and more. For more information on the Chief Customer Officer Council, visit [www.ccocouncil.org](http://www.ccocouncil.org), email [info@ccocouncil.org](mailto:info@ccocouncil.org) or call 978/226-8675.

**About Oncor**

Oncor is a regulated electric distribution and transmission business that uses superior asset management skills to provide reliable electricity delivery to consumers. Oncor operates the largest distribution and transmission system in Texas, delivering power to approximately 3 million homes and businesses and operating approximately 117,000 miles of distribution and transmission lines in Texas. While Oncor is owned by a limited number of investors (including majority owner, Energy Future Holdings corp.), Oncor is managed by its Board of Directors, which is comprised of a majority of independent directors. To learn more, or to request information, visit [www.oncor.com](http://www.oncor.com)

###