

# BPA NEWS

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BONNEVILLE POWER ADMINISTRATION  
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## **BPA selects new VP of Transmission Planning and Asset Management**

**Portland, Ore.** – The Bonneville Power Administration has selected Jeff Cook to be its vice president of Transmission Planning and Asset Management. He will begin his new position Dec. 27.

“Jeff has over two decades of experience in the utility industry driving and leading innovative solutions to complex problems,” said Richard Shaheen, senior vice president for Transmission Services. “He is the right candidate to guide our efforts in proactively preserving and enhancing the value of BPA’s transmission system for the benefit of the greater Northwest.”

As leader of BPA’s Planning and Asset Management organization, Cook will oversee the transmission system asset management program to promote the reliability, efficiency and economical use of all transmission-related physical assets.

Cook also will guide the development of an asset management system framework that will help inform decisions on near- and long-term activities and strategies to meet the predicted future demands on BPA’s transmission system, achieve its desired performance levels and realize the lowest life-cycle costs for these assets.

“Dynamic market changes, and heightened regional and inter-regional planning and technology advancements will significantly impact the Northwest transmission networks,” Cook said. “I am thrilled about being a part of this exciting season in the electric utility industry and am honored to lead our Transmission Planning and Asset Management team.”

Cook came to BPA in March of 2004 as an electrical engineer for its control and communication systems. He later managed the Customer Service Engineering group and Transmission’s Communication and Grid Modeling group. Last spring, Cook became the acting vice president of Engineering and Technical Services and then moved to the acting vice president of Planning and Asset Management, the position he now assumes in a permanent role.



Prior to BPA, Cook worked for several utility and communication companies, including CenturyTel and Pacific Power and Light. Cook earned his bachelor's in Electrical Engineering from Colorado State University in 1990. He holds a professional engineering license in Oregon.

**About BPA**

*The Bonneville Power Administration, headquartered in Portland, Ore., is a nonprofit federal power marketer that sells wholesale electricity from 31 federal dams and one nuclear plant to 142 Northwest electric utilities, serving millions of consumers and businesses in Washington, Oregon, Idaho, western Montana and parts of California, Nevada, Utah and Wyoming. BPA delivers power via more than 15,000 circuit miles of lines and 259 substations to 490 transmission customers. In all, BPA markets about a third of the electricity consumed in the Northwest and operates three-quarters of the region's high-voltage transmission grid. BPA also funds one of the largest fish and wildlife programs in the world, and, with its partners, pursues cost-effective energy savings and operational solutions that help maintain affordable, reliable and carbon-free electric power for the Northwest. [www.bpa.gov](http://www.bpa.gov)*

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