



Jim Burke

Position

Chairman and CEO, TXU Energy

Profile

Jim Burke is chairman and CEO of TXU Energy, a competitive retail business which serves more than 2 million residential, commercial, and industrial customers. TXU Energy is a subsidiary of Energy Future Holdings Corp.



Burke has been leading TXU Energy since August 2005 after joining in late 2004 as senior vice president of TXU Energy's residential markets. TXU Energy is the leading competitive retailer in Texas, which is the largest competitive electric market in the U.S. and has fully implemented customer choice across all customer segments. He has led the business through very significant changes in the business model including customer care, billing, information technology, marketing and sales, regulatory and legislative affairs, as well as commodity risk management. His vision is to establish TXU Energy as the most customer-centric retailer providing solutions for customers to predictably manage their energy costs and overall usage in an effort to be the preferred provider in the marketplace.

Prior to joining TXU Energy, Burke was president and chief operating officer of Gexa Energy. Gexa Energy (Nasdaq: GEXA) was a rapidly growing startup electric retailer based in Houston, and was subsequently acquired by FPL in 2005. Gexa Energy served both residential and commercial accounts. Prior to Gexa Energy, Burke was senior vice president of consumer operations with Reliant Energy, responsible for all customer care, billing and transaction management. Before that role, he was the vice president of residential marketing. Burke has been working in the retail electric market for the past nine years and has gained broad experience in this very active market in both the residential and commercial segments.

Prior to his experience in competitive electricity markets, Burke worked for The Coca-Cola Company for six years working both domestically in the juice division of The Minute Maid Company and internationally in the expansion of the juice business through Coca-Cola Bottlers in Latin America, South Africa and Hong Kong. Prior to The Coca-Cola Company, he was a management consultant for Deloitte & Touche Consulting.

Civic Involvement

Outside of his responsibilities at TXU Energy, Burke serves on the board of Sheltering Arms, a non-profit organization in Houston, Texas, serving the needs of senior citizens. He is also an advisory board member for the Tulane University Energy Institute and serves on the Tocqueville Cabinet of United Way in the Dallas metro area.

Education

Burke is a graduate of Tulane University, earning a bachelor's degree in economics and a master's of business administration in finance and general management. Burke is a licensed certified public accountant and has also earned the designation as a chartered financial analyst.