

**William O. (Billy) Ball**

Executive Vice President and Chief Transmission Officer, Southern Company

William O. (Billy) Ball was named Executive Vice President and Chief Transmission Officer, effective April 2010. In this role, Billy is responsible for the planning, design, construction, operation, and maintenance of Southern Company's transmission system.

Prior to his current position, Billy was Senior Vice President, Transmission Design and Construction and had system-wide responsibility for transmission design and construction activities. From 2004 to 2008, he was Senior Vice President, Transmission Planning and Operations, and was responsible for the planning and operations of the Southern Company's network transmission grid, transmission policy and industry interfaces. While in this role, he served as Vice Chairman of the Board of the Southeastern Electric Reliability Council (SERC), and Chairman of the North American Electric Reliability Council (NERC) Members Representative Committee.

Billy's previous experience includes positions at Mirant (formerly Southern Energy) where he was responsible for technical due diligence on business development projects, transmission and O&M support to the various business units, and establishing and implementing safety and health policy at Mirant.

He also held the position of Manager, System Planning, with both generation and transmission planning responsibilities at Mississippi Power, and played a key role in the development and certification of the company's 1,100 MW combined cycle facility at Plant Daniel. He served as Mississippi Power's technical witness in numerous regulatory hearings concerning retail access.

Early in Billy's career with Southern Company, he was responsible for developing transmission pricing methods, the company's first open-access transmission tariffs, and providing transmission policy recommendations and negotiated transmission service contracts with third parties. He also worked on the development of the company's Clean Air Act compliance strategy and has worked in the areas of distribution engineering, system planning, and bulk power contracts. He began his career with Southern Company as a co-op student in Hattiesburg in 1983.

Billy was born and raised in Columbia, Miss. He is a Summa Cum Laude graduate of Mississippi State University with a bachelor degree in Electrical Engineering. He also holds a MBA from the University of Southern Mississippi. Billy is a registered professional engineer in Mississippi and member of the National Society of Engineers.

Billy and his wife, Cindy, have four boys: William, Jordan, Andrew, and Brandon. The family resides in Birmingham.