

Announcement

Camilo Serna Joins NERC as SVP, Strategy and External Engagement

April 23, 2024

WASHINGTON, D.C. – Camilo Serna, a long-time industry professional, joins NERC as senior vice president of Strategy and External Engagement. He will work with the Board of Trustees, our Executive team, our stakeholders, and the Regional Entities to set NERC’s strategic direction and lead stakeholder engagement efforts to support NERC outreach and engagement. Serna comes to NERC with decades of experience in corporate strategy, strategic planning, regulatory affairs, and stakeholder engagement.

“This position provides NERC with the strategic expertise needed to lead us into the future, and we are fortunate that Camilo is joining our leadership team. His strategic acumen and stakeholder engagement expertise will be instrumental in helping NERC elevate our outreach capabilities while navigating our transforming industry,” said Jim Robb, NERC president and chief executive officer. “Our industry has grown to encompass a wide array of new stakeholders and technologies, which require us to manage new uncertainties and challenges strategically as we learn more about them. Camilo’s experience will elevate our current capabilities to engage our expanding audiences in a meaningful way.”

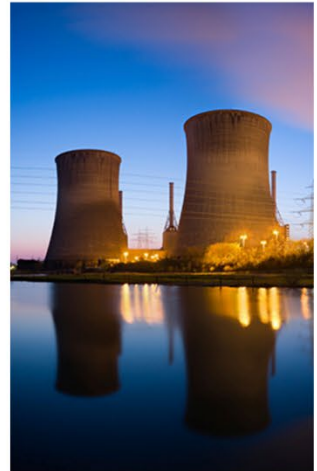
As part of his multifaceted role, Serna will collaborate closely with the Member Representatives Committee (MRC); federal, state, and provincial governments; trade associations; the Regional Entities; and the wider stakeholder community to add their important voices to the Electric Reliability Organization. This collaborative approach is essential to succeeding in the complex, ever-changing environment our industry is facing.

“I’m thrilled to be joining NERC, eager to contribute my strategic skills and experience, and look forward to engaging NERC’s stakeholder community to work on the challenges our industry faces,” Serna said. “I welcome this opportunity as it opens an exciting chapter in my career.”

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Most recently, Serna served as vice president of Rates and Regulatory Affairs for FirstEnergy and was responsible for state and federal regulatory outreach and strategy, rate design, and revenue requirements. Prior to that, Serna worked for DTE Energy, first as vice president of Corporate Strategy and then as vice president of Regulatory Affairs. In his prior roles, he developed and implemented organization-wide strategic initiatives and managed teams in engaging and implementing state and federal regulatory activities.

Serna earned a bachelor's degree in Industrial Engineering from the Universidad de Los Andes (Bogotá, Colombia) and a master's degree in Business Administration from the Kellogg School of Management at Northwestern University. He will assume his new duties, leading the Government Affairs, Communications, MRC, and ERO Executive Committee teams, on May 1.

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Electricity is a key component of the fabric of modern society and NERC, as the Electric Reliability Organization, serves to strengthen that fabric. The vision for the ERO Enterprise, which is comprised of NERC and the six Regional Entities, is a highly reliable and secure North American bulk power system. Our mission is to assure the effective and efficient reduction of risks to the reliability and security of the grid.