



George W. Sharp **President, EUCG, Inc.**

George W. Sharp is President of **EUCG, Inc.**, where he previously served as the organization's Vice President and Marketing Director prior to his election as president by its membership in the fall of 2010.

EUCG, Inc. is a global association of energy and electric utility professionals that meet semiannually to discuss current and emerging industry issues, share best practices and exchange data for benchmarking purposes. The association is in its 37th year of service to the power generation industry. Sharp also leads **American Electric Power's Business Intelligence Organization** where he is responsible for analyzing, monitoring, and communicating the value and risk associated with the company's power generation capital investment programs. He also negotiates and administers contracts for new generation projects. Prior to his current responsibilities, Sharp was charged with a varied and diverse set of planning and analysis functions for **AEP**, including the development and execution of business plans, incentive compensation programs, performance benchmarking, competitive business ventures and acquisitions, market research, and technology assessment.

Sharp holds a Bachelors of Arts in English, a Masters Degree in Business Administration (MBA), and a Masters Degree in Corporate and Professional Communication. All of Sharp's degrees are from Radford University. He is married to Jill Sharp, and is the proud father of four children ages 3 to 10 years old. The Sharps reside in Columbus, Ohio.