

# SANDRA M. NESSING

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## Executive Profile

Versatile, high-performing leader with proven success inspiring, planning, directing, implementing, and managing enterprise sustainability, cultural change, stakeholder engagement and annual performance reporting. Trusted counsel to C-Suite executives; strong, cross-functional communicator and business-savvy team builder; a dynamic and effective speaker, facilitator and writer. Demonstrated ability to deliver mission-critical results via collaboration, outreach and strategic planning.

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## Skill Concentrations

- Leadership
  - Communications
  - Strategic planning
  - Change
  - Project management
  - Master Culture Champion
  - Stakeholder outreach
  - Policy issues
  - Industry thought leadership
  - Team building
  - Web site content
  - Social media
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## Accomplishments

### Corporate Sustainability:

- Created AEP's first corporate sustainability report and website with companion iPad app
- Led AEP's participation in GRI Electric Utility Sector Supplement pilot
- Provided leadership on sustainability goal setting
- Produced AEP's groundbreaking Integrated Report— first in utility industry

### Project Management:

- Organized nationwide speaking tours for AEP CEO and for grid-upgrade advocate Susan Eisenhower
- Organized and managed annual Energy Sustainability Week for AEP employees; and stakeholder meetings for Electric Utility Industry Sustainable Supply Chain Alliance
- Led two employee teams charged with addressing employee engagement and recognition initiatives
- Managed annual production of AEP Corporate Accountability Report, including review by Board of Directors

### Communications:

- Frequent speaker/presenter at industry and professional forums and at academic institutions nationally, advocating AEP's policy positions, achievements, business strategy, sustainability initiatives and culture
  - Maintains external relationships with high-profile advocates on energy policy and sustainability matters
  - Draft executive communications
  - Nationally-recognized thought leader on sustainability and stakeholder engagement
  - Chief media relations spokesperson for 12 years
  - Executive trainer for crisis communications
  - Developed successful employee wellness communications program
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## Professional Experience

02/2006 –

Current

American Electric Power, Columbus, Ohio  
Managing Director  
Sustainability and Environment, Safety & Health Strategy & Design

Manages AEP's strategy for sustainability; provide guidance to executive management, departments and business units. Led development of company's first corporate sustainability report. Catalyst for enterprise sustainability program development, created C-level Steering Committee for Sustainable Development, energy

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use reduction goals, office recycling and supply chain initiatives. Executive culture champion and strategist in partnership with senior executives to advance a culture shift within AEP that aligns business strategies with employee engagement and performance management. Fosters and manages strategic relationships with stakeholders leading to collaboration on regulatory and policy issues at the national and state levels.

01/1993 –  
01/2006

Yankee Energy, a Division of Northeast Utilities, Berlin, CT  
Manager, Corporate Communications

Achieved successful siting for \$108 million liquefied natural gas storage facility through comprehensive public relations and community outreach to support regulatory and political strategies. Drafted testimony, conducted witness prep and testified in legislative and regulatory arenas in rate cases and other matters. Managed communications compliance with federal pipeline safety public safety rules and marketing communications to support major system expansion project. Created and implemented company's first comprehensive crisis communications protocol. Oversight for three Internet sites and corporate Intranet. Created and managed merger communications for Yankee Energy/Northeast Utilities. Chaired Public Relations Committee for American Gas Association and Communications Subcommittee of the Northeast Gas Association's Gas Supply Task Force.

01/1994 –  
01/1997

Saint Raphael Healthcare System New Haven, CT  
Senior External Public Information Specialist

Chief external spokesman for a 500-bed community hospital and healthcare system. Collaborated with cancer survivors to create and market *Looking Forward*, a program supporting women with cancer. Established community and media partnerships to advance organizational goals, promoting health and wellness issues. Produced monthly cable program, *Better Health Today*. Authored column for hospital magazine and monthly radio features.

01/1982 –  
01/1994

WELI-AM; WMMW-AM; WNAB-AM; WADS-AM; WNVN-AM, Connecticut  
Broadcast Journalist  
News anchor, reporter and news director.

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Awards

- Columbus Council on World Affairs, Certificate of Appreciation, 2013
- National Association of Professional Women, Woman of the Year, 2012/2013
- Grange Insurance Audubon Center, Jan Rodenfels Stewardship Award, 2011
- CERES-ACAA, Best Sustainability Reporting, Runner up Award, 2011
- Yankee Energy: Chairman's Award, Performance excellence, 1999, 2000, 2003.

Publications and Presentations

- Nessing, Sandra M. (2010). *The Business Imperative of Stakeholder Engagement*. (pp. 177-178). Harvard Business School EBook. [http://hbswk.hbs.edu/pdf/The\\_Landscape\\_of\\_Integrated\\_Reporting.pdf](http://hbswk.hbs.edu/pdf/The_Landscape_of_Integrated_Reporting.pdf)
- The Ohio State University MBA program, (2014). Lecturer. *The Business of Sustainability*.
- Miami University MBA program, (2014). Lecturer. *Stakeholder Influence and Performance Reporting*.
- The Conference Board, (2014). Webinar. *Integrated Thinking, Integrated Reporting*.
- Bentley University Symposium on Integrated Reporting, Presenter. (2014).
- NAEM Sustainability Conference, (2014).Presenter. *Third Party Assurance*.
- Harvard Business School, (2013). Lecturer. *Driving Performance through Integrated Reporting*.
- AICPA, (2013). Presenter. *Integrated Reporting...The Next Step in Corporate Reporting*.

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Education

- Briarwood College; Southington, Conn.
- Albertus Magnus College; New Haven, Conn.
- Franklin University; Columbus, OH

Professional Affiliations

- Electric Power Research Institute
- Utility Environmental Benchmarking Forum
- NAEM Board of Directors
- Global Reporting Initiative
- SustainAbility Engaging Stakeholders
- Grange Insurance Audubon Center
- Columbus Council on World Affairs
- Women's Leadership Council, Central Ohio United Way
- OSU Net Impact
- American Gas Association
- Northeast Gas Association
- Public Relations Society of America
- Connecticut AP Broadcasters Association