

Jim Burke, CEO, TXU Energy



Jim Burke, 39, is CEO of TXU Energy, a competitive retail business, which serves more than 2.1 million residential, small- and medium-business, and large commercial and industrial customers. TXU Energy was formerly owned by TXU Corp., which is now Energy Future Holdings Corp.

Burke is a proven customer advocate who is driven to delivering superior customer service and value-added products and services. He was promoted to head TXU Energy in August 2005.

Burke was recruited in 2004 as senior vice president of TXU Energy's consumer markets, where he led the consumer segment through fundamental change in the marketing and operations areas for both incumbent and growth markets. Early on, he assessed the leadership team and recruited additional team members with relevant skills and experience to augment existing capabilities. In addition, he worked to reposition TXU Energy as the worry-free provider in both incumbent and growth markets, focusing on execution from marketing through the customer service experience. The efforts focused on both internal processes and capabilities as well as the capabilities of the operations partner, Capgemini Energy.

Prior to joining TXU, Burke was president and chief operating officer of Gexa Energy. Gexa Energy was a rapidly growing startup electric provider based in Houston that was acquired by FPL in 2004. 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 seven years and has gained broad experience in this very active market in both the residential and commercial segments.

Prior to his experience in deregulated electricity, 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.

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.

Outside of his responsibilities at TXU Energy, Burke serves on the board of the Dallas Symphony Orchestra, as well as the board of Sheltering Arms, a non-profit organization in Houston, Texas, serving the needs of senior citizens.

Burke and his wife have two daughters.