

Biography

WESTERN AREA POWER ADMINISTRATION



Rodney Bailey

Power Marketing Advisor for the Office of the Administrator
Western Area Power Administration

Western Area Power Administration selected Rodney Bailey as its Power Marketing advisor in April 2016. Bailey works with diverse teams across the organization to support broad, complex power marketing policy issues and regional power marketing efforts. His inclusive leadership is instrumental in WAPA's approach to navigating the changing electric industry and evaluating energy imbalance markets and regional transmission organizations.

Since joining WAPA's Colorado River Storage Project Management Center in 1999 as a public utilities specialist, Bailey has supported and led critical initiatives and projects in a number of positions. He became the CRSP MC rates manager in 2009 and was named CRSP MC vice president of Power Marketing in 2011. In this position, Bailey led the marketing efforts of the Salt Lake City Area Integrated projects, Provo River Project, Falcon/Amistad Project and WAPA's newest generation resource, the Olmsted Project.

Bailey began his career as the director of national logistics for a marketing firm and later joined the federal government in 1996 working for the U.S. Army as a logistics management specialist. Bailey earned his bachelor's degree in technology management from Utah Valley University and is a graduate of WAPA's inaugural Executive Leadership Development program.

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