

## Sam Atlanta, B.A.Sc., MBA, P.Eng.

98 Archibald Road  
Wasega Drive, Manitoba K0G 1J0  
H) 1-204-939-8531

Email: sam@idirect.com  
Cell) 1-204-2569976

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**Objective:** COO, Vice President Asset Management

### PROFESSIONAL PROFILE

- 20 years experience in the electric utility business; eight years senior management knowledge and expertise
- Led a team that developed “Best in Class” asset management processes
- In depth knowledge of the distribution network within Manitoba
- Designed and implemented Manitoba Hydro’s first distribution operation’s management center
- A fair and involved team leader and player; enthusiastic and dedicated to excellence; creative, “out of the box” visionary

### CAREER HISTORY

Manitoba Hydro 1985-present  
**Director of Projects,** 2002-present

- Co-coordinated and negotiated several small and medium sized utility acquisitions consistent with corporate growth strategy.
- Structured due-diligence efforts for target acquisitions ensuring value in the proposition.
- Prepared and coordinated large-scale acquisitions within Manitoba as part of a senior management team.
- Spearheaded the project management office of Hydro’s recent corporate services divestiture ensuring time lines, budgets and controls were achieved.
- Delivered presentations, key strategies and frameworks for managing information within asset management; made practical linkages with key business imperatives.

**Director, Distribution Operation Management** 1999-2002

- Completed recommended deliverables from the 1998 ice storm report:
  - Specified, procured and commissioned a mobile communications vehicle
  - Implemented an emergency event response organization and led operations team through several storm response and restoration efforts.
- Analyzed Hydro’s distribution network operations, identified necessary changes for improvement then brainstormed restructuring functional ideas. Designed and implemented organizational structures, facilities, support I.T., processes and procedures.

**Director, Investment Strategy** 1998-1999

**Director, Distribution System Engineering and Sustainment** 1997-1998

- Designated chief engineer for the distribution system; directed investment planning, asset sustainment and engineering, operations management groups in DNAM.
- Analyzed business decisions to ensure viability of new investment, thereby securing the long-term performance of the distribution network.

**Career History**, continued

- Developed and authored long range business plans and annual budgets for the distribution network.
- Directed implementation of a province wide computer standard and operating system platform.
- Directed completion of data models for distribution system assets, their attributes, connectivity and associated and user applications.

**Customer Supply Planning Manager, Field Operations** 1991-1997

Retail System Utility, Central Bay Utility

- Implemented a process perspective to facilitate continuous improvement within a decentralized utility environment.
- Introduced new customer transaction feedback system, which improved service provisions to the end user customer.
- Concluded several supply configuration negotiations with large customers served by the Manitoba Hydro Distribution Network including Fischer Canada and Jones Ski Resort.

**Superintendent, Regional Implementation/Service Quality** 1991-1993

- Acquired process, facilitation, team building and re-engineering expertise.

Held various progressive positions between 1985 and 1991.

**EDUCATION/COURSES**

**Masters of Business Administration**, University of Manitoba 1988

**Bachelor of Applied Science**, Electrical Engineering, University of Calgary 1985

Coaching for Managers 2004

Covey Leadership Week 2003

Process re-engineering – Cleveland, OH 1999

Service Quality/Process Improvement Facilitator Certification 1995

**BUSINESS AFFILIATIONS**

Professional Engineers of Manitoba

**COMMUNITY INVOLVEMENT**

Coach girls' lacrosse  
Director of community seniors program

Enjoy sports and reading.