



STRATEGIC ADVISOR

Mark Crisson

Executive Leadership & Public Power Strategy

Former public power association and utility CEO

Seasoned perspective for leaders navigating change, high-stakes decisions, governance challenges, and organizational transformation.

Leadership Profile

Mark Crisson is an experienced utility executive with more than three decades of leadership experience in public power and other complex, stakeholder-driven organizations. He previously served as President and CEO of the American Public Power Association and as CEO and Director of Tacoma Public Utilities, where he led through industry transformation, crisis, and innovation.

Mark brings a steady, practical perspective to boards, executives, and leadership teams confronting regulatory complexity, stakeholder dynamics, organizational change, and strategic growth. His work is grounded in public service values, resilient leadership, and long-term impact.

Advisory Approach

- Lead through crisis and regulatory uncertainty with clarity and confidence
- Build high-trust teams and productive board relationships
- Strengthen strategic vision and organizational resilience
- Translate complex challenges into practical next steps

Areas of Focus

- Executive leadership and crisis management
- Board governance and stakeholder engagement
- Organizational culture and team alignment
- Strategic planning and operational transformation
- Public power policy, advocacy, and regulatory strategy

Practical guidance grounded in real-world executive experience

Who Mark Works With

- CEOs, senior executives, and board members in utilities and public-sector organizations
- Leadership teams facing industry disruption, regulatory change, or crisis
- Organizations seeking to strengthen governance, culture, or strategic direction
- Leaders transitioning from technical backgrounds into executive roles

SIGNATURE VALUE

Mark combines CEO-level leadership, crisis-tested experience, and deep knowledge of public power strategy and governance. He helps leaders move confidently through uncertainty, build resilient teams, and pursue lasting results through practical, values-driven leadership.

Public Power & Utility Experience

President & CEO	American Public Power Association
CEO / Director	Tacoma Public Utilities
Board & Advisory Roles	American Public Power Association, Southwest Power Pool Board, Energy Northwest, the U.S. Secretary of Energy's Electricity Advisory Board, and major industry councils

A Good Fit When You Need To...

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| ✓ Prepare for or navigate a high-stakes leadership decision | ✓ Strengthen the relationship between a board and executive team |
| ✓ Guide a team through disruption, crisis, or regulatory uncertainty | ✓ Clarify strategic priorities and turn them into action |

Questions? Contact Academy@PublicPower.org