



Gena P. Trimble

Biographical Data

Education

B. S. Mathematics, University of Oregon, 1972
M. A. Mathematics/Secondary Education, ASU, 1978
M. S. Engineering, ASU, 1983

Career

Gena's career spans 28 years with SRP. Currently, the Associate General Manager of Marketing and Communications, she is responsible for SRP successfully connecting with all stakeholders. Her management capacity ranges from market research, product development and marketing to successfully using social media networks and other non traditional channels of communication to engage customers and shareholders. Prior to her current role, Gena was Manager of Communications and Community Relations. In this capacity, she was responsible for communications, media relations, and corporate philanthropy. During her tenure as Communications Manager, SRP was ranked first in the nation in electric utility communications by JD Power and Associates. Previously at SRP she was SRP's Land Manager and was responsible for overseeing all land transactions and property management services. This included acquisition and disposition of land rights and all functions associated with the management of real property rights, including the management of Papago Park Center, a wholly owned land development subsidiary of SRP. Under her management, the subsidiary was successful in attracting corporate entities resulting in over 4,000 new professional jobs to the City of Tempe.

Gena serves on the Board and Executive Committee of the Arizona Chamber of Commerce. She is a past member of the Board and Executive Committee of GPEC. She also served on the Board of Directors for the Arizona Foundation for Women. In 2005, Gena was elected to the Board of Trustees for the Urban Land Institute International, and she is past Chair for the Arizona District Council for the Urban Land Institute. She also served as President of the ASU Council for Design Excellence in 2005, and is a past President of the Phoenix Chapter of Lambda Alpha International, an honorary land economics society. In 2008 she was presented the Distinguished Achievement and Leadership award by ASU's College of Design. Gena is past Chairman of the Tempe Chamber of Commerce and a past Commissioner of the Tempe Transportation Commission.

In 1997, Gena was voted the City of Tempe's Business Woman of the Year by the Tempe Chamber of Commerce.

Gena's leisure interests include playing golf, alpine skiing, and reading.