



News Release

FOR IMMEDIATE RELEASE

GEUS Hires Bill Shepherd as New General Manager



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GEUS General Manager Bill Shepherd

Greenville, TX – September 17, 2025 – The GEUS Board of Trustees has announced the hiring of **Bill Shepherd** as the utility's new General Manager.

Shepherd brings more than 32 years of experience in the electric utility industry, having served in various leadership roles at Gainesville Regional Utilities in Gainesville, FL, and most recently at Denton Municipal Electric in Denton, TX. His career includes both field and executive-level experience. He holds degrees from Embry-Riddle Aeronautical University and an MBA from the University of Florida.

Throughout his career, Shepherd has focused on serving public power communities through his dedication to customers and emphasis on continued professional development.

"It's exciting to join a public power team that has been serving Greenville for almost 135 years," said Shepherd. "GEUS has a great reputation in the community and the industry, and I'm looking forward to carrying on that standard."

GEUS Board Chairperson, **Sue Ann Harting**, praised the selection:

"There were several qualified applicants for this position, but Bill really stood out. He truly understands the needs of today's customers and the importance of employee engagement."

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In 1891, GEUS became the first municipally owned electric utility in Texas. More than a century later, in 2001, it also became the first municipally owned cable television and high-speed Internet operation in the state. GEUS provides these services to over 30,000 consumer-owners in the Greenville, Texas, area, about 50 miles east of Dallas. One of the unique aspects of GEUS is that it is governed by an autonomous board of trustees appointed by the Greenville City Council.

This structure was made possible by the Texas Legislature in 1989. To learn more about GEUS' 130+ years of public power history or the services it offers, please visit its website at www.geus.org