



Kenneth C. Shiver

Chief Economist

Director of Planning and Regulatory Support

Southern Company

Mr. Shiver serves as the Chief Economist and Director of Planning and Regulatory Support for the Atlanta-based Southern Company. At Southern Company, his teams monitor the economic environment, develop operational analytics, forecast energy demand, and conduct cost/benefit studies that drive the company's planning and analysis processes. From this deep engagement on the demand side of the utility industry, he represents the company as a witness in its regulatory filings and engages with the industry on current issues related to electrification, electric transportation, pricing, energy efficiency, and utility planning. Currently, he is serving as a Commissioner on the Alliance to Save Energy's 50x50 Transportation Commission. He has over 25 years of experience in the planning and analysis functions of Southern Company and has degrees in Economics from the University of West Georgia and Georgia State University.