

Green, Red and Black: Sustainable Business Practices in Tough Times and Beyond



James D. Firth
Senior Vice President, Communications
Exelon Corporation

James D. Firth, 55, was appointed senior vice president of communications in December 2005. He is in charge of overseeing communications support to Exelon and its business units including internal and external, issues management, executive support and workforce effectiveness.

Prior to his current position, Firth was president of Firth Associates, Inc., a consulting firm. The firm provided strategic communications and public policy issue management services to numerous corporate clients and industry organizations on a national level. Through his consulting practice, Firth provided numerous clients with strategic and project management services focused on media relations, corporate reputation management, legislative and referendum election campaigns, advertising, public opinion research and crisis communications.

Firth has worked extensively on behalf of the electric sector of the energy industry. He began his career in Maine state government. In 1985, he joined Central Maine Power Company and held a number of senior positions at that company and at Maine Yankee Atomic Power Company. In 1988, he was named vice president of public and government affairs for Maine Yankee and held that position until 1993 when he formed Firth Associates, Inc.