



BELIZE ELECTRICITY LIMITED

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July 21, 2011

Introducing BEL's Chief Executive Officer Jeffrey Locke

Belize Electricity Limited (BEL) is pleased to introduce its newly appointed Chief Executive Officer (CEO) Mr. Jeffrey Locke.



Mr. Locke assumes his new position with over 20 years of experience in the energy industry and other related industries. He has worked with Belize Electricity Board, Shell Belize Limited, Shell Caribbean & Central America (SCCA) in Kingston, Jamaica, Shell Oil Products Latin America (SOPLA) in Bridgetown, Barbados and most recently, held the position of Chief Executive Officer at Blue Sky Belize Limited.

Mr. Locke holds a Master of Science Degree in International Management, a Bachelor of Science Degree in Mechanical Engineering and completed Post-Graduate training in Production Planning, Business Re-engineering, Environmental Management, Enhanced Safety Management and Sales Management, among others.

Chairman of the Board of Directors, Mr. Rodwell Williams, expressed his confidence in Mr. Locke's capabilities to develop the Company.

"The wealth of knowledge Mr. Locke brings to BEL, coupled with his experience in the energy industry and past contributions to Belize Electricity Board, gives me confidence in his ability to deliver results," said Williams.

Mr. Locke expressed his gratitude for the professional and courteous reception from the Company's management and staff, who he describes as highly competent and committed to the success of BEL.

With the support of employees, which includes persons with over 20 years of service to the organization, Mr. Locke's immediate focus is to guide the Company to a better financial position and to ensure the team stays focused on "keeping the lights on."

"This Company is about the people who are here," said Locke. "As I come to understand the processes at BEL, the high standards of this skilled workforce reinforce my commitment to lead an organization that delivers quality service at the lowest possible cost to customers."

Mr. Locke is married and has three children.

Mr. Locke's Curriculum Vitae is attached.

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CURRICULUM VITAE

JEFFREY R. LOCKE

PROFESSIONAL EXPERIENCE

CONSULTANT, BELIZE CITY, BELIZE

ASSOCIATE CONSULTANT, 2010 - PRESENT

- Developing Belize's National Energy Plan for the Ministry of Public Utilities and Energy.

BLUE SKY BELIZE LTD, CAYO, BELIZE

CHIEF EXECUTIVE OFFICER, 2007 - 2010

- Successfully grew the business to capture 25% market share in just two years of operation.
- Liaised with key government departments to help in the development of regulations for the oil manufacturing (refining) sub-sector and successfully obtained the prerequisite operating permits.
- Managed the final phase of construction, start-up (including recruitment and staff development), field research and product development for the refinery operations.

L&L BUSINESS SOLUTIONS, LADYVILLE, BELIZE

LEAD CONSULTANT, 2006 - 2007

- Developed and implemented market entry project plan for the establishment of a miniature oil refinery.
- Developed five-year business plans for Blue Sky Belize Ltd.

CONSULTANT, BRIDGETOWN, BARBADOS

ASSOCIATE CONSULTANT, 2005 - 2006

COASTAL & ENVIRONMENTAL ENGINEERING SOLUTIONS, INC.

- Developed the Strategic Plan for Institutional Strengthening, Expansion and Continuity of Caribbean Regional Environmental Programme.
- Drafted project plans for Institutional Strengthening of the Department of Environment in Barbados.

SHELL OIL PRODUCTS LATIN AMERICA (SOPLA), BRIDGETOWN, BARBADOS

COMMERCIAL MARKETING MANAGER – CARIBBEAN, 2004 - 2005

- Managed the investment reviews for all major commercial investment proposals in the Caribbean for the priority sectors as defined by SOPLA Marketing Strategy.
- Implemented a new pricing strategy aimed at improving profitability & conducted training for all commercial sales managers in the region on the new guidelines.

COMMERCIAL AREA SALES MANAGER – SHELL ANTILLES & GUIANAS LTD. 2004 - 2005

- Maintained relations with Local Authorities and Platinum Customers of the Commercial Business during the transition of the business to its new owners.
- Served as a member of the Shell Antilles and Guianas Ltd. Country Leadership Team.

SHELL CARIBBEAN & CENTRAL AMERICA (SCCA) KINGSTON, JAMAICA

COMMERCIAL AREA SALES MANAGER – JAMAICA, BAHAMAS & BERMUDA, 2001 – 2004

- Ranked as the top performing Area Manager (in 2 of 3 years).
- Transformed an unprofitable division to one earning in excess of US \$1 million per annum.

SHELL BELIZE LIMITED, BELIZE CITY, BELIZE

COUNTRY MANAGER, 1994 - 2001

- First local manager to be promoted to manage a Caribbean area in the Shell Group.
- Represented the Group's interests and maintained good relationships with all relevant local stakeholders, such as government authorities and trade associations.
- Developed local staff to successfully take over management of the business.

BUSINESS MANAGER, 1996 - 2001

- Increased company profitability by more than 200% over four years.
- Increased company market share by 10% over four years.

OPERATIONS MANAGER, 1991 - 1996

- Developed five-year plan for the upgrade and maintenance of lube oil and bulk fuel depot facilities.
- Managed installation and construction projects for the storage depot and retail outlets.

BELIZE ELECTRICITY BOARD, BELIZE CITY, BELIZE

PURCHASING MANAGER 1990 -1991

- Developed and implemented stock control procedures to reduce stockout frequency and dead stock.
- Established the logistics arrangements for diesel fuel from Mexico to all generating plants.

OPERATIONS MANAGER 1986 -1990

- Introduced new operational guidelines to improve power plant efficiency throughout the country.

EDUCATIONAL EXPERIENCE

UNIVERSITY OF THE WEST INDIES

CAVE HILL, BARBADOS

MASTERS OF SCIENCE IN INTERNATIONAL MANAGEMENT (DISTINCTION) 2005 - 2007

UNIVERSITY OF THE WEST INDIES

ST. AUGUSTINE, TRINIDAD AND TOBAGO

BACHELOR OF SCIENCE IN MECHANICAL ENGINEERING (HONORS) 1983 - 1986

OTHER POST GRADUATE TRAINING 1987 - PRESENT

Training in Sales Management, Business Re-engineering, Operations Management, Environmental Management, Enhanced Safety Management, Oil Spill Response, Fleet Management, Inventory Control, Production Planning, Leadership Skills.

COMPUTER SKILLS

Computer-Aided Design Drawings,
MS-PowerPoint, MS-Project, MS-Word, Excel,
Outlook and other Windows Application

LANGUAGE

Proficient in English; Functional in Spanish

VOLUNTEER ACTIVITIES

Board Member – Diocesan Youth Council; Anglican
Cathedral College & Center for Employment Training

Director - St. John's Cathedral Youth Program

Vice President – Belize National Basketball Association

PERSONAL

Extensive travel and residence abroad:
Europe, Latin America and Caribbean Islands

Interests: fishing, cycling, football and social service.