



## **DENITA WILLOUGHBY**

Board Member-

Farmers Insurance Exchange Subsidiaries  
Network Wireless Solutions

Denita Willoughby is a corporate board director and accomplished business leader who brings more than 25 years of executive and senior management experience at Fortune 500 companies. Her expertise lies in strategy development and transformation of business operations. She has recent experience developing go-to-market plans for green hydrogen solutions, and overseeing logistics, supplier diversity, fleet, facilities, and real estate divisions. She has been instrumental in developing business strategies and operational excellence for energy and telecom companies. With her leadership, she successfully introduced communication and technology products, including AT&T U-Verse programming and start-up digital wallet solutions.

Currently, Denita is on the board for the Farmers Insurance Exchange Subsidiaries and Network Wireless Solutions, a Grain Management portfolio company. She is also a founding board member for Vision to Learn and serves on the Green Hydrogen Coalition board. She is the CEO of Big Energy Group, a consulting firm that assists renewable energy and real estate companies with expanding into new markets and streamlining processes. Additionally, Denita recently led the launch of the Los Angeles Regional Cleantech Career Academy, a public/private partnership designed to ensure students from diverse communities are aware, prepared and have access to career opportunities in our clean energy future.

Previously, Denita was the vice president of Supply Chain & Support Services for Southern California Gas Company and San Diego Gas & Electric, both Sempra Energy (NYSE: [SRE](#)) California utilities. Her responsibilities included managing a \$3 billion supply chain, fleet, and facilities' operations and overseeing SoCalGas' \$6 billion real estate portfolio. Denita has a strong crisis management background and was appointed as Logistics Chief during the Covid-19 pandemic. She also led the relocation team during the Aliso Canyon gas leak, successfully relocating 8,200 households.

Denita spent over 15 years in leadership roles at AT&T/SBC/Pacific Bell (NYSE: [T](#)), where she led external affairs and sales organizations with profit and loss responsibility. She was also on the U-Verse launch team and led the negotiations with emerging networks.

Denita began her career at IBM (NYSE: [IBM](#)) as a sales representative and earned recognition in the 100% Club. She has served as the Chair of the Board for the Los Angeles Area Chamber of Commerce and UNITE-LA, a non-profit focused on workforce readiness. Denita's past board service includes Green Dot Public Schools, The Los Angeles Urban League, United Way of Greater LA, and California Institute of the Arts. As a board member, she has led and/or served on the audit, executive, nominating, and environmental, social, and governance (ESG) committees.

Denita holds a master's degree in business administration from Harvard University and a bachelor's degree in engineering from the University of Wisconsin-Madison, where she also received the Engineering Distinguished Alumni Award. She is married with one adult son and lives in Los Angeles, CA.