



Biography: Willie MacDiarmid, Director, Energy Retail

Willie joined ScottishPower's Retail Division as Sales & Operations Manager in 1989. He had a prominent role in the successful expansion of this business.

In 1996 Willie was appointed onto the ScottishPower's Business Leadership Programme in the very first cohort that the company had. After completing the programme Willie was then moved into position of being in charge of SP's expansion into the deregulating gas markets at that time. At the end of this secondment he took up the position of Sales Director within Energy Supply and moved on the following year to become Sales & Marketing Director.

In March 1999 he was appointed as Managing Director of ScottishPower's chain of electrical superstores.

In March 2000 he was appointed Managing Director of Sales & Supply Business. This incorporated all the Sales & Marketing activity for Energy Business together with responsibility for the Retail stores.

He was appointed Managing Director of Customer Sales & Service in March 2001. This meant he relinquished his responsibility for the Retail stores. His new post currently covers everything from the meter point through to collecting the debt from the customers. The value chain includes Sales, Marketing, Call Centres, Billing, Customer Collections and Metering.

In September 2005 Willie was appointed to the Executive Team reporting directly to the CEO, taking the lead with all customer facing business.

Willie is a keen advocate of continual learning and indeed will cite his activity on the BLP as one of the key defining moments of his own development. Executive training has included Courses at Harvard, Wharton, Kellogg and IMD. The current challenge facing the business is the ongoing fierce competition taking place within



the UK market, whilst at the same time developing a robust customer service model. CS&S has been the first part of the Company that has adopted Six Sigma as a model for working for continuous improvement within the business. This is one of the major tools that ScottishPower is using to enable it to become a customer centric business.

Outside work Willie lives in Auchterarder, married to Karen with two Daughters and his hobbies are playing golf when he has a chance and fishing three or four times per annum.