



Executive Profile

Clarence (Joe) Hopf, Jr.

President

PSEG Energy Resources & Trade



Clarence (Joe) Hopf, Jr. was named president of PSEG Energy Resources & Trade in June 2008. His responsibilities include management of PSEG Power's generation portfolio and basic gas supply service, purchasing of fuel, mid- and back-office operations as well as trading and marketing activities.

Prior to joining PSEG, Mr. Hopf was president of PPL EnergyPlus in Allentown, PA, since 2006. He was responsible for managing PPL's wholesale/retail marketing and trading operation in the United States. Mr. Hopf has held a variety of posts with increasing responsibility in the electric generation and energy trading business since 1981. Prior to joining PPL in 2005 as a senior vice president, he served as a vice president at Goldman Sachs in New York and, before that, at AmerenEnergy in St. Louis.