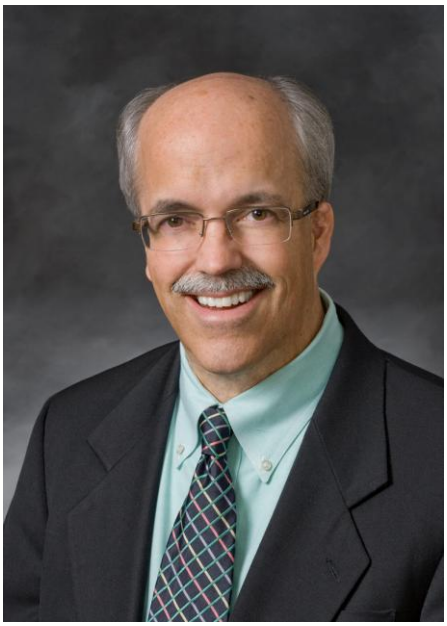
SMUD®



Board President – 2020, 2015
Board Vice President – 2019, 2026

Media Services (916) 732-5111

About SMUD
As the nation's sixth-largest, community-owned, not-for-profit electric service provider, SMUD has been providing low-cost, reliable electricity to Sacramento County for more than 75 years. SMUD is a recognized industry leader for its innovative energy efficiency programs, renewable power technologies and for its sustainable solutions for a healthier environment. SMUD's goal is to completely eliminate carbon in its electricity production by 2030 while maintaining reliability and keeping rates among the lowest in California — on average, 50% lower than its neighboring, investor-owned utility. For more information on SMUD's Zero Carbon Plan and its customer programs, visit smud.org.

Board Profile:

Board Vice President Director Rob Kerth Ward 5

Rob Kerth was first elected to the SMUD Board of Directors in November 2008 and served a four-year term. He was re-elected in 2014 and is serving his fourth term. He represents Ward 5, which includes midtown, downtown, North Sacramento, Natomas, Rio Linda and Elverta.

Rob is a third-generation Sacramentan and former two-term city councilman who got his start in public service as a neighborhood activist for the historic Woodlake district of North Sacramento. While on the Sacramento City Council, he was recognized as a major force for revitalization efforts not only in his district but also in other long-established neighborhoods.

During his time with the city of Sacramento, Rob also specialized in regional problem-solving. His assignments included the Sacramento Area Council of Governments, Sacramento Regional Transit District and the Sacramento Area Flood Control Agency. Rob developed notable expertise on infrastructure issues throughout the six-county Sacramento region.

Rob founded Ice Unlimited, which brought Sacramento and Folsom their original holiday ice rinks. He is also responsible for the design of ice rinks in Sacramento's Arco Arena and at Squaw Valley U.S.A.

A graduate of Stanford University, Rob holds a master's degree in mechanical engineering with an emphasis in controls and systems. He and his family still live in Woodlake, less than three blocks from his childhood home.

June 2026