



## Meet Your SEC Employee: Tim Kreis



**Director of Customer Service  
15 years of service  
Headquarters Office**

*By Lauren Irby, Communications Specialist*

"It's all about the human element." That's how Tim Kreis describes his duties as South side Electric Cooperative's (SEC) director of customer service.

“I work with the district supervisors and customer service representatives and help ensure that we are meeting our goals and metrics, all while providing outstanding member service,” he explains.

Kreis promotes existing programs that help SEC members, and works to develop new ones. He also oversees the energy audit program and serves as a liaison to other departments within the co-op, providing assistance when needed.

The most challenging aspect of his job is helping people solve problems and taking escalated phone calls as needed. “People are always changing. They react differently to different circumstances. So, there are many ways to handle a problem. Again, the human element.”

At the same time, Kreis says the most rewarding part is, “the same thing — working with people. Being part of the team.”

He adds, “Bringing electric service to people is rewarding. Also, working with members to give them more bang for their buck through new programs and services.”

Kreis was born in the bay area of California, south of San Francisco in Burlingame. His father was in the Air Force Reserve Officers’ Training Corps (ROTC) in the early ’60s. “He got out in ’66, but then North Korea captured the USS Pueblo. So, at age 1, I became a military brat,” he laughs.

Over the span of about 12 years, Kreis lived in many different locations, from Montana to Korea, from Delaware to Hawaii, North Carolina and then Virginia.

He earned his bachelor’s degree in history from George Mason University. At Gonzaga, he earned his master’s in communication and leadership.

Before joining SEC, he worked for the National Rifle Association (NRA) for five years as a customer service representative and eventually as the director of member services. He later transitioned to positions at the Aircraft Owner and Pilots Association and Trigon Blue Cross, both as a call center supervisor.

Kreis, who has been with SEC since 2002, began his journey at SEC as a call center supervisor. “My family moved to Crewe looking to get closer to Richmond. We bought a house in October. In January, I saw the job ad in the newspaper.” He adds, “I went from an hour commute to a minute. I’m blessed to work here.”

He recalls a time before SEC had a call center and each district took its own phone calls. “So, for about six months, I had two offices, one in the Central Office and at Headquarters. I went to both each day.” Today, he is glad to have just one office.

Kreis and his wife Susan have been married for 18 years. They have four children: Ted, 18; William, 16; Joseph, 13; and Richard, 11.

They also have two cats, a mother-and-daughter pair: Tabitha and Esther.

When he's not at the office or working on an interior renovation of their home, he likes to hunt, fish and hike — essentially, “any outdoor activity that does not involve manual labor!”

Most of his activities revolve around his kids, so he participates in church activities and coaches soccer.

“The soccer team was number one last year!” he adds.

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