

- **Name:** Jesse L. Brooks, III
- **Formal Background/Education:** I hold a Master of Science Degree in Organizational Development (MSOD) from The American University, Washington, D.C.
- Jesse L. Brooks, III is the Founder and President of J.L. Brooks & Associates, Inc., an Organizational Culture Change and Transformation consulting firm. He also holds the position of Vice President of Tosan, Inc., a boutique consulting firm specializing in Organization Culture Change and Performance Improvement. His practice focuses on organizational culture change, performance improvement, executive coaching, strategic planning, diversity and team building.
Jesse has more than 40 years of business experience with major corporations, holding a variety of positions in training, human resources, sales, marketing and general management. His clients have included AT&T, Knight Ridder, Texaco, Inc., Detroit Edison, Pennsylvania Power and Light, Southern California Edison, San Onofre Nuclear Power Station, U.S. Department of Education, Utilities Services Alliance, the Institute for Nuclear Power Operations and other major companies within the United States and Internationally.
- **Nuclear safety culture**, to me, can be defined as the collective understanding of the uniqueness of nuclear power by leaders and individuals, and their values, beliefs and behaviors that demonstrate daily their commitment to emphasize safety first in all things in order to ensure the protection of people and the environment.