NRG Energy Announces Appointment of Brad Bentley as President, NRG Consumer

July 10, 2025

HOUSTON--(BUSINESS WIRE)--Jul. 10, 2025-- NRG Energy, Inc. (NYSE:NRG) today announced the appointment of Brad Bentley as President, NRG Consumer, effective July 28, 2025. Mr. Bentley will report directly to Larry Coben, Chair, President, and Chief Executive Officer of NRG Energy.

Mr. Bentley brings to NRG decades of experience in consumer innovation, product development, and marketing. He will lead NRG's Home Energy and Smart Home businesses, which serve more than 8 million customers across North America. As a leading competitive retail energy provider and smart home provider, NRG is redefining how customers experience and manage energy in their homes. Mr. Bentley will be responsible for advancing that vision by strengthening consumer loyalty, accelerating innovation, and delivering technology-enabled solutions that align with the next generation of customer needs.

"Brad's leadership will help bring NRG's consumer-first vision to the next level for millions of customers," said Mr. Coben. "His proven experience driving consumer engagement and strategic growth makes him exceptionally well-suited to take our Consumer business to greater heights. As we accelerate our integrated offerings and expand smart energy solutions, I am confident he will drive meaningful, long-term value, and I am excited for what's ahead."

"I am excited to join NRG, a company that is leading the convergence of Smart Home and Home Energy technologies," said Mr. Bentley. "As we build on NRG's strategy of delivering the best energy, technology, and services to transform the customer experience, I look forward to unlocking new innovation and customer-focused features that will allow us to grow and scale our offerings even faster."

Most recently, Mr. Bentley was Chief Operating Officer, Traveler Operation of Expedia Group, Inc., where he was responsible for the growth and execution of the $10 billion global Expedia Traveler business. Before Expedia, he served as CEO and President of Inspire Clean Energy, a clean energy technology company that was sold to Shell in 2021. Prior to this, he held numerous senior leadership roles at WarnerMedia, AT&T, and DIRECTV.

Mr. Bentley holds a bachelor's degree in marketing from Vanguard University and a master's degree in marketing from Northwestern University.

About NRG

NRG Energy, Inc. is leading the future of energy—now. Our solutions power a smarter, brighter future by helping customers achieve today's goals while solving for the challenges of tomorrow. Every day, we deliver innovative natural gas, electricity, and smart home solutions to customers large and small across North America.

Forward-Looking Statements

This news release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements are subject to certain risks, uncertainties and assumptions and typically can be identified by the use of words such as "may," "should," "could," "objective," "projection," "forecast," "goal," "guidance," "outlook," "expect," "intend," "seek," "plan," "think," "anticipate," "estimate," "predict," "target," "potential" or "continue" or the negative of these terms or other comparable terminology. Although NRG believes that the expectations are reasonable, it can give no assurance that these expectations will prove to be correct, and actual results may vary materially. NRG undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law. Factors that could cause actual results to differ materially from those contemplated herein include, among others, general economic conditions; hazards customary in the power industry; the inability to execute NRG's strategies, initiatives, or partnerships; legislative and regulatory changes; and the other risks and uncertainties detailed in NRG's most recent Forms 10-K, 10-Q and 8-K filed with or furnished to the SEC at www.sec.gov.

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