

**Jim Anderson, Alternative Fuels Manager, Anderson Bluebird Bus Sales of NE**

**Ben Hartford, VP of Sales – East, Zev X**

Ben Hartford is a dynamic professional with a background deeply rooted in sustainability and clean energy solutions. As a former Owner Advisor at Tesla, he honed his expertise in promoting and selling the full spectrum of Tesla ecosystem products, from electric vehicles to battery storage and solar solutions. With a keen understanding of the evolving landscape of sustainable transportation, Ben transitioned seamlessly into his role as a Direct Sales Manager at XL Fleet from 2019 to 2022. Here, he spearheaded initiatives to electrify commercial and municipal fleets, converting conventional vehicles into efficient hybrid models. This innovative approach not only bolstered fleet fuel economy but also significantly reduced carbon emissions, aligning perfectly with Ben's commitment to environmental stewardship.

In his current capacity as the Vice President of Sales at ZEVX, Ben leads a team of regional sales managers and focuses on amplifying the company's revenue streams. He excels in formulating robust go-to-market strategies and collaborates closely with enterprise clients to successfully launch new products in the ever-evolving clean energy sector. Ben is a graduate of Colby College, where he majored in Biology and minored in Environmental Studies and Religious Studies. This unique educational background perfectly complements his passion for sustainable solutions, allowing him to approach challenges with a multidisciplinary perspective.

**Jennifer Kritzler, Deputy Director, Northeast Region, CALSTART**

Jennifer Kritzler is the Deputy Director in the Northeast Regional Office for CALSTART. She leads fleet programs in the Northeast, including Mass Fleet Advisor and the New York Truck Voucher Program, and focuses on medium and heavy-duty vehicle electrification. She works to foster change and further CALSTART's drive to zero emissions initiatives for bus and truck fleets throughout the northeastern United States.

Prior to joining CALSTART, Jennifer worked for CTtransit as a Technical Project Manager. In this position, she implemented new technologies for a fleet of over 500 buses, including a new fare collection system and intelligent transportation systems (CAD/AVL). She has also previously worked at UTC Power as a Systems and Aftermarket Engineer for stationary and transportation hydrogen fuel cell powerplants and holds a BS in Chemical Engineering from Lafayette College.

**Jason Mathers, Senior Director, Zero-Emission Truck Initiative, Environmental Defense Fund**

Jason Mathers directs the zero-emission truck initiative at Environmental Defense Fund. During his time with EDF, Jason has managed partnerships with several large fleets, including FedEx and Walmart, to improve the efficiency of their operations, reduce lifecycle costs and improve environmental performance. EDF is working with dozens of fleets to advance fleet electrification, including through its Climate Corps program where it has helped entities including Iron Mountain and Houston Metro set electrification targets; and through the Electric Fleet Readiness Group where many of the largest class 8 fleets share best practices on electrification. Based on its learnings from these efforts, EDF has created the Fleet Electrification Solutions Center – which connects fleet managers with resources and strategies to move forward on their electrification journey. He is a graduate of the University of Massachusetts, Amherst and a veteran of the U.S. Navy.

**Chance Parker, Northeast Regional Sales Manager, Lightning E-Motors**

Chance Parker is a graduate of Colorado State University-BS Business Administration/Marketing.

Based in NJ as the Northeast Regional Sales Manager for Lightning eMotors Chance works with Lightning's growing dealer network, authorized partners, and directly with fleet operators to develop and implement comprehensive, fully integrated fleet electrification transition plans.

Prior to starting with Lightning eMotors in late 2021, Chance spent the last 15yrs in high performance building design and construction, construction management, resiliency, LEED Certification, sustainability, solar development, and demand side energy efficiency measures within the built environment.

BEV and ZEV Outlook:

"This is one of the greatest transformations of the transportation industry in the modern age and I couldn't be prouder to be part of a moment to reimage the way we move people and products around the world."

**Moderator: [David Keefe](#), Board Chair, Greater Rochester Clean Cities**

David Keefe has been the Coordinator of the Greater Rochester Clean Cities coalition (GRCC) since July 2007. Prior to that, he was a member of the Board of Directors from 1996-2007. GRCC is a local non-profit organization that is part of the US DOE Clean Cities Program. The mission of the program is to promote the reduction in petroleum use through alternative fuels and vehicles, among other strategies.

From 1995 to 2005, he was the Director of Fleet Services for the City of Rochester NY and in that capacity developed a program for alternative fuel vehicles, which included compressed natural gas and electric vehicles.

He served a total of 33 years in local government service in the Rochester area, including experience in public works, budget and parking system administration. He has extensive experience in strategic planning and quality management.

He holds a BS in History and a Master of Public Administration (MPA) from the College at Brockport-SUNY. He has served as an adjunct lecturer in the Master of Public Administration program at the College at Brockport and taught part-time in the Public Policy program at Rochester Institute of Technology (RIT).