



AltWheels 2020 Fleet Day Speaker Bios



Edmond Young, Fuel Cell Infrastructure & Advanced Hydrogen Fuel Station Development Manager Toyota Motor North America

Edmond Young has been with Toyota for four years and is involved in the development of hydrogen fueling stations in the United States. Prior to joining Toyota, he spent over 10 years in the renewable energy space.



Travis Hunt, Business Development Manager Ford Commercial Solutions

Travis Hunt is a 17-year veteran of Ford Motor Company with experience in sales operations, dealership relations, brand management, and experiential marketing. As Business Development Manager, Ford Commercial Solutions (FCS), Travis is responsible for sales operations and channel development of FCS products, including Ford Telematics and Data Services. Travis has a strong passion for marketing and consumer behavior and feels truly blessed to apply those skills at Ford Motor Company. Travis would describe himself as customer obsessed and is devoted to helping Ford 's fleet customers unlock the value of data. His personal motto is "Work hard, have fun, and make a difference."



**Eric Foellmer, Director of Marketing
XL Fleet**

Eric Foellmer is the Director of Marketing for XL Fleet, a leading provider of Class 2-6 vehicle electrification solutions for commercial and municipal fleets. Eric is responsible for driving XL Fleet's commercial marketing strategy and for evangelizing the value of cleaner, greener fleet vehicles. He is a frequent content contributor, thought leader and industry speaker on fleet electrification strategies, and has been featured in technology segments in TIME magazine, Automotive Fleet, NBC, FOX and Sirius XM.



**Charlie Myers, President
Massachusetts Hydrogen Coalition**

Charles Myers is the President of the Massachusetts Hydrogen Coalition, the fuel cell and hydrogen industry association for the Commonwealth of Massachusetts. In June 2017 he was given a U.S. Department of Energy Hydrogen and Fuel Cells Program R &D Award for his leadership and commitment to the advancement of hydrogen and fuel cell infrastructure in the Northeast. He is the Chair of the Massachusetts Fuel Cell Electric Vehicle Working Group. He is an original member of H2USA.



**Cathy Morrissey, Member
AltWheels Fleet Day Advisory Committee**

A Graduate of UMass Amherst /BA and Nichols College / MBA-Cathy spent 37 years at Ford Motor Company before retiring in October 2017. During this time she held a variety of positions working with Ford Dealers and Accounts. The majority of her career was spent working with Government and Commercial accounts representing their fleet requirements to Ford for "Win Win" transportation solutions.



**Michael McDonald, Sr. Director Sustainability & Government Affairs
UPS**

Michael McDonald is Director of Sustainability and Government Affairs at UPS's global headquarters in Atlanta, Georgia. Alongside UPS's Corporate Maintenance and Engineering Department, Michael works to identify viable alternative fuel platforms to continually advance one of the industry's largest private alternative fuel and advanced technology fleets, a "rolling laboratory" of more than 10,000 vehicles that drive more than one million cleaner miles each business day.



**Robert Riddle, Director Division of Motor Fleet Management
North Carolina**

For the State of North Carolina, Robert has been tasked to turn around multiple receipt supported divisions. Since 2018, he has been the Fleet Director for North Carolina, overseeing 7500+ vehicle fleet. Prior to that, he was the North Carolina Division of Surplus Director for 4 years. His areas of expertise include leadership, team building, streamlining operations, financial analysis and budget management. In the private sector, Robert was the owner and part owner of two businesses before becoming a regional manager for the Snappy Lube Corporation. As regional manager, he was responsible for quick lubes and convenience stores across North Carolina, South Carolina, and Virginia. Robert loves excel spreadsheets, digging through financials, and all number related problems. His practical, results oriented approach to management combined with a strong desire to measure, track and evaluate performance continues to put him new leadership positions within North Carolina government.



**Dave Schaller, Industry Engagement Director
North American Council for Freight Efficiency**

Dave Schaller is the Industry Engagement Director for the NACFE. His responsibilities include interfacing with fleets and suppliers, writing reports, conducting workshops, giving presentations, maintaining NACFE’s fleet database, and running the social media groups. Dave works closely with the drivers and sponsors for the Run On Less demonstration events. He holds an Electrical Engineering degree from the Purdue University and an MBA from Ball State University.

As a Navistar employee for 27 years, he held positions in production design, research, program management, dealer sales training, marketing, product line management, and strategic product planning. A marketing role allowed Dave to spend many days in truck stops, fleet offices and dealerships in five countries learning about what the industry desired and why. Dave holds five US patents, has written several SAE papers and numerous NACFE publications.

The North American Council for Freight Efficiency (NACFE) is a non-profit group working to double the fuel economy of fleets. They research and publish Confidence Reports and Guidance Documents on over 80 technologies available to the industry. Their “Annual Fleet Fuel Study” reports on industry trends over the past decade and points the way to GHG Phase 2 compliance. Visit www.NACFE.org to see the many items available to keep you on top of the changes.



**Sejal Shah, Senior Program Manager Electric Vehicle & Demand Response
National Grid**

Sejal Shah is the Senior Program Manager at National Grid. She is responsible for the Massachusetts Fleet Advisory Services Program which provides public fleets a free assessment to electrify their fleets. Sejal is also the program manager for SmartCharge MA which is looking at charging behaviors of Massachusetts EV drivers to determine future EV charging rates for customers. Before joining National Grid, Sejal was with the Massachusetts Department of Environmental Protection where she managed the Massachusetts Electric Vehicle Incentive Programs.



**Jessica Wilcox, Coordinator
Granite State Clean Cities**

Jessica Wilcox joined the New Hampshire Department of Environmental Services Air Resources Division as the Grants Manager and Granite State Clean Cities Coalition (GSCCC) Coordinator in September 2017. GSCCC is a collaboration of over 140 public and private stakeholders from all regions of New Hampshire working to reduce petroleum consumption in transportation.

GSCCC provides alternative fuel- and technology-neutral support to NH fleets and businesses through education and outreach, grants management, and event coordination. The Coalition also provides planning support and technical assistance to NH fleets and businesses that have transitioned or are interested in transitioning to alternative fuels (e.g. propane, natural gas, biodiesel) and/or advanced technology vehicles (e.g. electric, hybrid).

Wilcox has 18 years of experience in both the automotive industry and non-profit grants management. She holds degrees in early childhood education and broadcast communications.



Joe Rudolph, Vice President, Commercial Fleet Sales

ROUSH CleanTech

Joe Rudolph is vice president of commercial sales for ROUSH CleanTech, the clean technology division of Roush Enterprises. He oversees a team of business development managers focused on growing the commercial alternative-fuel market. Since 2013, he has been instrumental in implementing and deploying medium duty fleet vehicles operating on alternative fuels and advanced technologies across many different vocations and markets.,

Formerly, he served as director of technical services for the Indiana Department of Transportation where he was responsible for their fleet and other divisions supporting daily operations. Rudolph has a bachelor's degree in business from Indiana Wesleyan University and obtained numerous certifications while working as an automotive, truck, and heavy equipment technician.



**Steve Whaley, Director of Autogas Business Development
Propane Education & Research Council**

Steve Whaley is currently an Autogas Advisor in the area of VW settlement funding for the Propane Education & Research Council. He has 25+ years of experience developing, marketing, and implementing transportation technologies, services, and training solutions. He provides comprehensive, independent cost and ownership analysis for alternative energy fleet transportation projects. He has technology experience developing and implementing autogas bi-fuel systems as well as OEM mono fuel vehicle solutions in a variety of applications such as law enforcement, para-transit, municipal/utility, and delivery fleets. He has specified and built all sizes of fleet fueling infrastructure from small 1k gallon to 18k gallon onsite dispensing. He also has years of experience specifying and implementing CNG for heavy duty vehicle applications such as refuse collection fleets, regional and long-haul class eight tractor fleets. Whaley is enthusiastic and adept at presenting complex ideas and solutions in a manner easily understood by diverse audiences.



**Abby Swain, Regional Manager SmartWay
U.S. Environmental Protection Agency, Region 1 New England**

Abby Swaine works for the US EPA’s New England office on voluntary and regulatory programs to improve freight fuel efficiency. On the voluntary side, Abby promotes EPA’s SmartWay program to help shippers and carriers save fuel and emissions. For EPA’s Ports Initiative, Abby has been working with colleagues on a port-community engagement project in Providence RI. Abby co-chairs both a national EPA Locomotive/Rail Interest Group and the Northeast Diesel Collaborative’s Ports and Freight work groups. On the regulatory side, Abby fields complaints about truck, locomotive and bus idling, and promotes compliance EPA engine rules for locomotives. In her spare time, Abby rounds out her transportation nerd persona by chairing her town’s Public Transportation Advisory Committee.

“Once a Youper, Always a Youper”: Abby hails from the Upper Peninsula of Michigan, where Friday night family fun sometimes consisted of eating Burger King takeout while watching Soo Line trains transfer iron ore to Lake Superior freighters in Marquette Harbor. She’s a graduate of Carleton College in Minnesota, and has two Masters degrees, but almost none of that is relevant to her work. Abby wants her epitaph to read: “She lived to see clean freight facilities and their happy neighbors thriving side-by-side throughout the Northeast.”



**Mark McGrew, Senior Sales Manager
The Lion Electric Company**

Mark McGrew has been with The Lion Electric Co. since May 2019, as a Senior Sales Manager for the Lion Truck Division-USA. Mark has worked in the transportation industry for the last 20 years and spent the past 10 years in the alternative fuel commercial truck industry. Dating back to 2010, Mark was part of a startup division at Navistar International that introduced an all-electric Class 3 commercial van to the North American market. Mark worked at Parker Hannifin, which developed a Hydraulic Hybrid system for the refuse truck platform which reduced fuel consumption up to 45%. Prior to joining Lion Electric, Mark worked with a company that converted Class 3 – 6 trucks and shuttles from gasoline to full electric. Mark’s experience over the past 10 years with alternative fuel vehicles, specifically electric, has given him a wealth of knowledge and experience to share with prospective customers.

Mark is a proud graduate of the University of Kentucky with a bachelor’s degree in Marketing and currently resides with his wife and two children in the Boston, Massachusetts area.



**Ben Mandel, Northeast Regional Director
CALSTART**

Ben Mandel is Northeast Regional Director at CALSTART, where he works with private and public fleets to integrate cleaner, more efficient vehicle technologies. Ben leads CALSTART's work on market acceleration and policy development in the Northeast, including administration of workplace electric vehicle charging and truck voucher incentive programs. Ben also works with regional partners on multi-state, market-driven policy solutions to reduce transportation emissions and elevate advanced technologies. Prior to joining CALSTART, Ben worked under Mayor Bill de Blasio at the New York City Mayor's Office of Sustainability, where he led policy development and implementation activities with City agencies on transportation and energy supply initiatives in pursuit of New York City's goal to reduce greenhouse gas emissions 80% below 2005 levels by 2050. He also previously worked at Lawrence Berkeley National Laboratory and was a fellow at NYU School of Law. Ben holds Masters degrees in Public Policy and Energy & Resources from UC-Berkeley and a Bachelor of Arts from Brown University in Mathematical Economics and Hispanic Literature & Culture.