Industry Technical Workshop
Transportation Electrification at Scale

WEDNESDAY, JUNE 16, 2021 @ 2:00 PM
The scale up of electric vehicles and the infrastructure required for widespread consumer and commercial adoption is accelerating at a rapid pace.

To provide further insight into the electric vehicle ecosystem and the transition of electric vehicles to the mainstream, Northwestern University Transportation Center (NUTC) and the Center for the Commercialization of Innovative Transportation Technology (CCITT) will host the Spring 2021 Industry Technical Workshop—Transportation Electrification at Scale.

**EVENT CO-CHAIRS**

**Hani S. Mahmassani** - Patterson Transportation Chair / Director, NUTC  
**Bret Johnson** - Senior Associate Director, NUTC / Director, CCITT

**ABOUT NUTC**

The Northwestern University Transportation Center (NUTC) is one of the world’s leading interdisciplinary education and research institutions, serving industry, government and the public sectors. Founded in 1954 to generate substantive and enduring contributions for the better movement of materials, people, energy, and information, NUTC stands at the forefront of transportation research and education. NUTC brings together academic researchers, students and business affiliates in a joint open exploration of transportation and supply chain operations. NUTC aims to influence national and international transportation policy, management and technological developments with the goal of making transportation and supply chain operations more productive, efficient, safe, secure, environmentally friendly and socially beneficial.

**ABOUT CCITT**

The Center for the Commercialization of Innovative Transportation Technology (CCITT) fosters the implementation of innovative technologies for all modes of surface transportation, including but not limited to railways, mass transit, highways and waterways.
Workshop Agenda

WEDNESDAY, JUNE 16, 2021

2:00 PM  Welcome / Opening Remarks
          Hani Mahmassani
          Director, NUTC
          Bret Johnson
          Senior Associate Director, NUTC
          Brendan Keegan
          CEO, Merchants Fleet

2:05 PM  Panel 1: Presentations & Discussion
          Walter Graber
          Manager, Wall Connector and Level 2 Charging, Tesla
          Matthew Stover
          Team Edison, Director Business Development/EV Services, Ford Motor Company
          Andrew Wishnia
          Deputy Assistant Secretary for Climate Policy, USDOT

3:15 PM  Networking Break

3:30 PM  Panel 2: Presentations & Discussion
          Alexander Voets
          eMobility Sales and Marketing Manager, Daimler Trucks North America
          Satish Chandra
          Director, Corporate Strategy, Growth Office, Cummins
          Idine Ghoreishian
          Sales Director, Auto OEM Integration, Greenlots
          Brad Beauchamp
          Client Solutions Director, BrightDrop
Speaker Bios

**Brad Beauchamp**  
Client Solutions Director, BrightDrop

**Satish Chandra**  
Director, Corporate Strategy, Growth Office, Cummins

**Idine Ghoreishian**  
Sales Director, Auto OEM Integration  
Greenlots, A Member of the Shell Group

**Walter Graber**  
Manager, Level 2 Charging Program, Tesla

**Bret Johnson**  
Sr. Associate Director, Northwestern University Transportation Center  
Director, Center for the Commercialization of Innovative Transportation Technology

**Brendan Keegan**  
Chief Executive Officer, Merchants Fleet

**Hani Mahmassani**  
William A. Patterson Distinguished Chair in Transportation  
Director, Northwestern University Transportation Center

**Matthew Stover**  
Team Edison, Director Business Development/EV Services, Ford Motor Company

**Alexander Voets**  
eMobility Sales and Marketing Manager, Daimler Trucks North America

**Andrew Wishnia**  
Deputy Assistant Secretary for Climate Policy  
Office of the Assistant Secretary for Transportation Policy  
U.S. Department of Transportation
BRAD BEAUCHAMP
Client Solutions Director
BrightDrop

Brad has consistently been involved with alternative fuels and infrastructure projects for over 20 years and has supported the automotive and vocational vehicle industries for more than 30 years. He has worked with the full variety of Advanced Propulsion Technologies from early electric vehicles (EV1 and S10), 2 Mode Hybrids, Hydraulic Hybrids, E85, Biodiesel, Propane, CNG, HCCI and even Hydrogen Fuel Cell. This experience has included a multitude of direct OEM experience with GM, FCA and partner programs with Ford, BlueBird, Isuzu, Navistar, and Spartan, as well as many component suppliers.

In the EV space, Brad reaches back getting dealers familiar with servicing EV1/Electric S10 as part of a Disney vehicle deployment, working with utility companies on EV infrastructure when the Electric S10 was launched, and deployment of Club Car golf carts took their place. These early EV efforts surrounded around pending ZEV mandates and credits associated with them. It led him to take on a role in GM R&D as a Manager for Project Driveway Fuel Cell program for the eastern US. His role in the Federal government as a Project Officer for The US Department of Energy continued this path. It included funding and finding locations for Level 2 and 3 (DC Fast charge) projects with plug in school buses, delivery vans and utility trucks. He also performed work on a large scale EV readiness grant that served as a guide for the United States to assist in finding the “sweet spots” where EV utilization and adoption would be best. Brad’s current role includes facilitating EV deployments in the vocational Medium Duty vehicle space with EDI (Cummins) and Lightening Systems.

He holds a BS degree in Industrial Engineering with a Management and Supervision concentration from Central Michigan University and an MBA in Global Management from the University of Phoenix.

SATISH CHANDRA
Director, Corporate Strategy, Growth Office
Cummins

Satish Chandra spent his early years after graduate school in various roles at Cummins Inc. focused on engineering R&D, Product Development and New Product Introduction. He followed it up by leading the Quality function at the largest manufacturing plant at Cummins Inc. and in the lead role as the Platform Director at Navistar. Mr. Chandra then went over completely to the “dark side” getting an MBA from Kellogg School of Management. Subsequently, he returned to Cummins Inc. and in his current role at Cummins Inc., he focuses on attempting to find an answer to the question “What does a 102-year old company do when they try to grow up?”
**IDINE GHOREISHIAN**  
Sales Director, Auto OEM Integration  
Greenlots, A Member of the Shell Group  

Idine manages Greenlots’ auto OEM rollouts in the light-, medium- and heavy-duty sectors. He is a direct liaison with each organization. Idine joined Greenlots in 2018, after 12 years at BMW of North America. He brings with him combined years of experience working on Telematics Validation as well as Electric Vehicle Aftersales and Infrastructure support. While at Greenlots, he has been a strategic leader in accounts leading to projects with Penske (Innovation Project), Volvo (Volvo LIGHTS) and Ford (FordPass integration for Mach E).

**WALTER GRABER**  
Manager, Level 2 Charging Program  
Tesla  

Walter Graber is the Manager of Tesla’s Level 2 charging program, including its Wall Connector product. Prior to this role, he was the Finance lead for Tesla’s Supercharger program, and prior to that a management consultant at PwC and an analyst on E*TRADE’s strategy & corporate development team. He obtained his Bachelor of Science at Boston College, and his MBA at Northwestern University. He lives in the Bay Area, where he enjoys backpacking, biking, and skiing.

**BRET JOHNSON**  
Sr. Associate Director, Northwestern University Transportation Center Director,  
Center for the Commercialization of Innovative Transportation Technology  

Bret Johnson is the senior associate director of the Northwestern University Transportation Center (NUTC), and the director of the Center for the Commercialization of Innovative Transportation Technology at Northwestern. Prior to joining Northwestern, Bret held senior engineering and project management positions at 3COM, Grayhill, Northrop-Grumman, and GE Astrospace. He received an M.A. in Science, Technology and Public Policy from The George Washington University, an M.S. in Aeronautics and Astronautics from Stanford University, and a B.S. in Mechanical Engineering from Rensselaer Polytechnic Institute.

**BRENDAN KEEGAN**  
Chief Executive Officer  
Merchants Fleet  

Brendan P. Keegan serves as CEO at Merchants Fleet and was recently named the world’s Most Innovative CEO by CEO World Awards®, Executive of the Year, silver winner by Best in Biz Awards; and a Stevie Awards® bronze winner by American Business Awards®. He has been involved with Merchants since 2009—as a client, board member, and strategic advisor. Brendan is focused on transforming the company’s business model and creating a
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HANI MAHMASSANI  
William A. Patterson Distinguished Chair in Transportation  
Director, Northwestern University Transportation Center

Hani S. Mahmassani is Director of the Transportation Center, and the William A. Patterson Distinguished Professor in Transportation at Northwestern University, which he joined on September 1, 2007, with joint appointments in the McCormick School of Engineering and the Kellogg School of Management. He previously served in endowed faculty positions at the University of Maryland and at the University of Texas at Austin. Mahmassani has over 35 years of experience as a researcher, scholar and professional in the transportation and logistics area.

Mahmassani is recognized nationally and internationally for a broad array of transportation research achievements; his applications span both passenger and freight, and he has been especially effective at connecting advanced models to emerging policy issues. He has pioneered the use of novel data sources and real-time data streams in transportation modeling and decision-making, including sensor data from intelligent transportation systems deployments, probe data from GPS and smartphones, transaction records from payment systems, and vehicle-based tracking systems. His current research is focused on autonomous vehicle deployment, including fleet operations for emerging mobility service models.
MATTHEW STOVER  
Team Edison, Director Business Development/EV Services  
Ford Motor Company
Matthew Stover manages the Charging & Energy Services team for Ford Motor Company with responsibility to develop products and solutions which make it easier to embrace ownership of an electrified Ford vehicle and benefit from the additional utility an EV can offer consumers beyond just a mobility solution. Ford has developed a suite of products and services that leverage the connected capabilities of our EV’s to meet the needs of our retail and fleet customers whether they charge at home, on the go or in a depot. Additionally, Ford is developing capabilities to integrate our EV’s into the broader energy ecosystem for the benefit of our customers and other stakeholders. Stover joined Ford after a 25 year career in the financial services industry.

ALEXANDER VOETS  
eMobility Sales and Marketing Manager  
Daimler Trucks North America
Alexander Voets is the Sales and Marketing Manager for Daimler’s future electric commercial vehicles in North America. Under its Freightliner brand, Daimler Trucks will introduce class 6-8 battery-electric trucks to the market in 2022 and is currently working closely with its customers to actively shape these products. With its Innovation Fleet and Customer Experience Fleet pilot projects, Freightliner already has over 35 trucks in customer hands that deliver real freight on real routes today.

Mr. Voets has spent his career in areas where automotive and technology industries meet. He has launched several Connected Car projects, oversaw the Autonomous Driving team for an OEM and served as Software Development Manager for in-vehicle entertainment applications. Alexander holds a Master’s degree in Industrial Engineering from University of Technology Aachen (RWTH Aachen) in Germany and Master’s degree in Engineering and Management from Tsinghua University Beijing.

ANDREW WISHNIA  
Deputy Assistant Secretary for Climate Policy  
Office of the Assistant Secretary for Transportation Policy  
U.S. Department of Transportation
Andrew Wishnia serves as Deputy Assistant Secretary for Climate Policy in the Office of the Assistant Secretary for Transportation Policy in the U.S. Department of Transportation. Wishnia previously served at the U.S. Senate Committee on Environment and Public Works, including as Senior Policy Advisor, and also served at the Federal Highway Administration as Special Assistant for Policy to the FHWA Administrator, and as a Senior Program Manager at the White House Council on Environmental Quality. Wishnia previously served in the U.S. House of Representatives as a legislative assistant to Congressman John Yarmuth, now Chairman of the U.S. House Committee on the Budget.