

Lightning eMotors Management Team – October 2020

Meet the Lightning eMotors management team. Diverse skills and years of experience from a range of industries ensure that we're the best at what we do, delivering best value for our customers, investors and employees.

Tim Reeser CEO and Co-Founder



Tim Reeser is CEO and Co-Founder of Lightning eMotors. Lightning designs and manufactures zero emission all-electric powertrains for medium- and heavy-duty vehicles, including delivery trucks, shuttle buses, passenger vans, chassis-cab models, and transit buses. Lightning eMotors investors include BP Ventures, DHI, Aravaipa, and others, and OEM partners include Ford, GM, and Isuzu.

Tim has a BS in Mechanical Engineering from CSU, and has been involved with alternative transportation technology since 1990, when he helped design the first dedicated CNG truck for General Motors while at Colorado State University.

Prior to co-founding Lightning eMotors, Tim served as Vice President of Colorado State University Ventures, where he spun out clean-tech companies and built the framework to support accelerated growth of spin-outs and spin-ins at CSU. Prior to working at CSU, Tim founded, ran and successfully exited multiple software and IT infrastructure companies. Tim is an award winning speaker and technical author and speaks regularly at industry conferences and events.

Robert Fenwick-Smith Chairman of the Board



Robert Fenwick-Smith serves as the chairman of the board of directors for Lightning eMotors. As the Senior Managing Director of Aravaipa Ventures, he is one of Lightning eMotors' key investors.

Robert founded Aravaipa in early 2008 with 20 years of global experience managing, acquiring, founding, building, merging, and selling companies. He currently serves as Chairman of AXIT AG (Germany), a leading Cloud Supply Chain Management company, where he led a turnaround to current high profitability.

He holds a BA in Economics from HEC Lausanne (Switzerland) and an MBA from Harvard Business School. Robert is frequently invited to speak and serve on Cleantech and Impact Investing panels. He serves on the Executive Committee of the Board of the Colorado Cleantech Industry Association and has built a LEED Platinum home in Boulder, CO.

Bill Kelley Chief Technical Officer / Chief Operations Officer



Bill Kelley recently joined Lightning eMotors as Chief Technology Officer, defining our product and engineering strategy as we expand our product line to include electric vehicles, analytics solutions and more. For the past four years, he has served as an expert consultant to the company on technical matters.

Prior to his time as a consultant, Bill was the corporate vice president of advanced engineering for Borg Warner. His positions included overseeing the operation of Borg Warner's Powertrain Technical Center in Auburn Hills, Mich. and managing the company's internal investment fund for research and development. He also was directly responsible for design, development and implementation of advanced powertrain products for fuel economy improvement and emissions reductions across the globe.

Carol Murin
Director of Finance and Controller



Carol Murin leads the Finance/Accounting team to insure the financial health and growth of Lightning eMotors with over 20 years of Accounting experience in the Manufacturing Industry.

Carol holds a BS in Accounting as well as an MBA from the University of St. Francis. Prior to joining the Lightning Team, Carol worked as Financial Controller for DS Smith Plastics, Rapak, North America.

Keith Lehmeier
Director of New Product Development



Keith Lehmeier is responsible for managing engineering programs for new products being developed by Lightning eMotors. Keith's first role in New Product Development was as the engineering lead and project manager for the development of Lightning System's first all-electric platform, the Lightning Electric Ford Transit and has since directed all other new product development for the company.

Prior to his current role, Keith served Lightning as a Project Engineer for hydraulic hybrid trial programs in the US, UK, and India. Keith joined Lightning as a controls and system engineer in 2015, responsible for helping develop and implement the company's hydraulic hybrid system.

Before to joining Lightning eMotors, Keith worked within Woodward's aircraft division in a position that combined product development with test engineering. Keith obtained a BS in Mechanical Engineering from Colorado State University during which time he worked as an intern working on a thermal battery technology that could be used to increase overall power plant efficiency.

Tyler Yadon
Director of Engineering



Tyler Yadon serves Lightning eMotors as Director of Engineering and is responsible for leading the industrialization of both Lightning Electric and Lightning Hybrid product lines. Tyler also oversees the Data Analytics team, which closely monitors and reports on the real time performance of fielded systems.

Tyler joined the team in 2012 and has previously served Lightning as Controls Engineer and Director of Customer Operations. Tyler has managed customer deployments of LS technology both in the US and internationally and is experienced in project management, client support, software development, automotive integration/engineering, and electrical and mechanical engineering.

Tyler holds a B.S. in Mechanical Engineering from the University of Colorado. He served as Project Manager on the CU Formula SAE Racing Team, earning top marks for business proposal and marketing at the SAE International competition, and winning "Best Mechanical Design Project" at CU's Engineering Design Expo.

Brandon McNeil
Director of Supply Chain and Operations



Brandon McNeil serves as the Director of Operations and Supply Chain at Lightning eMotors. He is responsible for leading all activities related to procurement, electric kit production, vehicle conversion and field service for the company's wide-range of zero-emission all-electric powertrains.

Brandon joined the team in early 2019, having previously served as the EVP of Operations and Manufacturing at Ice Energy, a company that provides behind-the-meter energy storage solutions to commercial and residential customers. Brandon has managed deployments totaling thousands of systems and is experienced in project management, team building, cross-functional leadership, and fast-paced strategy & execution.

Brandon holds a B.S. in Business Administration from Colorado State University with concentrations in management, marketing, and entrepreneurship. Throughout Brandon's career, his responsibilities have spanned multiple business functions, including, sales, marketing, operations, manufacturing, and finance. This breadth of functional experience has fostered the unique ability to add value across multiple facets of an organization while ensuring independent functions are coordinating effectively.

Nick Bettis
Director of Business Development



Nick Bettis leads the marketing and business development efforts at Lightning eMotors primarily focusing on helping the sales team better serve customers. Nick brings over 20 years of strategic marketing experience in the manufacturing and software sectors to Lightning eMotors, as well as an extensive background in customer service and sales enablement.

Nick demonstrated an ability to help find the 'win/win' relationship with customers and laser focus on delivering on promised value is serving Lightning eMotors well as we scale our growth.

Prior to joining Lightning eMotors, Nick was the Vice President of Marketing at telecom expense management company Tangoe and critical facilities monitoring/IoT company RLE Technologies.

Brian Dean Johnston
Director, Program Management



Brian Dean Johnston currently serves as Lightning eMotors' Director of Program Management. Additionally, he leads Regulatory Compliance activities, which include FMVSS and CARB certification.

Brian joined the Lightning Team in 2012 and has served in various capacities during his tenure with the company to include Director of Manufacturing and Director of Customer Operations. Prior to his career in sustainable transportation solutions, he served for 20 years in the US Navy as a helicopter pilot. He is a Desert Storm veteran who retired at the rank of Commander after a distinguished military career. He later went on to direct engineering and flight test programs as the Lead Systems Engineer for Lockheed

Martin's HC-144A Maritime Patrol Aircraft.

Academic achievements include a Bachelor of Science degree in Mechanical and Aerospace Engineering from Cornell University, and a Master of Science degree in Systems Engineering from Colorado State University. Brian's graduate research was focused on Transportation Electrification and was funded by the American Recovery and Reinvestment Act's energy efficiency and renewable energy research initiative.