





## The Case for Green Transportation... from electric vehicles to batteries and logistics

**Presenters:** *Ryan Popple, Director of Finance, Tesla Motors, Inc.*  
*Doug Moorehead, Program Manager and Director, A123 Systems, Inc.*  
*Eric Weiss, Senior Vice President, Worldwide Marketing, Greenroad*

**Date & Time:** *Friday, December 18, 2009, 12:00 noon Eastern Standard Time*

**Cost:** \$10.00. Payment to be made to HBS Green Business Alumni Association through paypal account. Details and payment link provided in email and on HBS GBAA website, ([www.hbsgreen.org](http://www.hbsgreen.org)) or follow us on Linked-In  and Facebook .

**Venue:** Online webinar. Once payment is received an email will be sent providing webinar details including login and phone numbers.



TESLA MOTORS



*Ryan Popple*

*Ryan joined Tesla Motors in 2007, and currently serves as the Director of Finance. He currently manages corporate planning and risk management, and is the finance partner for the technology business unit. In addition, he was a project lead during Tesla's recent Department of Energy financing project. Before joining Tesla, Ryan worked in biofuels and oil & gas, including Chevron and Exxon Mobil.*

*Ryan received an MBA from Harvard Business School and a BBA (Finance) from the College of William & Mary.*

*Doug Moorehead*

*Doug joined A123Systems in 2007 and currently serves as Program Manager and as Director, PHEV Systems; Automotive Solutions Group, where he has focused on strategy and understanding of the economics around "vehicles on the grid" and the merging of the two economic models of transportation and energy generation (utilities).*

*Prior to A123Systems, Doug was a distinguished US Navy SEAL Platoon Commander. During his military career, he was also sponsored by the US Navy to attend the Massachusetts Institute of Technology where he published a paper titled, "Concept and Feasibility Study of Self-Organized Electrochemical Devices." He received a patent for his work and successfully commercialized his technology with A123Systems.*

*Doug received an MBA from Harvard Business School, a Masters in Material Science and Engineering from the Massachusetts Institute of Technology and a Bachelor of Science from the United States Naval Academy.*

*Eric Weiss*

*Eric joined Greenroad in 2008 and currently serves as Senior Vice President for Worldwide Marketing. He has an 18-year track record of launching, marketing and rapidly scaling multinational businesses which have included software as a service. He has successfully deployed disruptive new technology in dynamic regulatory and public policy environments that span telecommunications, clean technology and now "green" driving.*

*Prior to GreenRoad Eric served as chief marketing officer of Covad Communications. As vice president of Macromedia's telecom solutions business, he was credited with launching this new business unit, one of the company's first forays into vertical industry solutions. Eric co-founded and served as COO of ITXC, helped take the company public and grew revenues from zero to over \$300 million. Eric has also held marketing and management roles at Hewlett-Packard, Dialogic (formerly Intel), and BCE Ventures. Eric has also been an entrepreneur in residence for the California Israel Chamber of Commerce, where he founded and currently chairs the Cleantech program for a group of investors, entrepreneurs and established companies in California and Israel.*

*Eric received an MBA from Harvard Business School and a Masters in Public Policy from Harvard's Kennedy School of Government.*

**Sponsor:**



[www.agilisenergy.com](http://www.agilisenergy.com)