



BATTERY HORIZONS

Powering the Future of Mobility

Lead Battery Technology Expert



Mike Williams | East Penn Manufacturing

Director, Original Equipment Sales, Automotive

PRESENTATION OVERVIEW:

Mike Williams will focus on vehicle growth through 2030, with a high-level overview of the EV sector, and a closer look at how technology is changing in this area. He will also provide information around the role 12V systems will have in the evolving transportation sector.

BACKGROUND:

A graduate of the University of Pittsburgh, Mike has been with East Penn Manufacturing for 10 years. He joined the team as a Sales Trainee, later rising to Sales Manager for Advanced Automotive Parts. In 2014, he transitioned to his current role with the Original Equipment group. Mike is responsible for the development of market growth opportunities and sales strategies for the OEM and OES automotive and powersport channel. While overseeing commercial aspects of various OEM platform launches and executing new technology introductions, Mike also supports the advanced automotive products team.

Do you have a question you would like Mike Williams to answer during the Battery Horizons Virtual Summit? Click to [Submit Question](#).

