

Bill Van Amburg has over 45 years of experience, including technology development, commercialization and market acceleration. He is considered an industry expert in advanced technologies for transportation, particularly zero emissions.

Bill is the executive leader with oversight for all CALSTART's domestic and global work in advanced technologies for medium- and heavy-duty truck and off-road equipment, the largest practice area at CALSTART. His responsibilities include heading up strategy and overseeing the portfolio of demonstration projects, market support and policy activities for trucks, as well as leading business development and other executive management activities for CALSTART. He and his team developed a "beachhead" strategy for market rapid, phased transformation of medium- and heavy-duty vehicles to zero emission that forms the basis of a multi-year investment plan for the state of California. This strategy, developed together with the California Air Resources Board, is the basis of CALSTART'S Global Commercial Vehicle Drive to Zero initiative (Drive to Zero). His teams operate multiple projects, including incentive and demonstration programs in multiple states, including Illinois, New York, Ohio, Michigan, Minnesota and California, and the High-efficiency Truck Users Forum (HTUF) with the US Army. Technology development, demonstration and validation projects range from Class 8 heavy-duty electric trucks, fuel cell tug boats and zero emission cargo handling equipment.

Bill is a graduate of the University of California, Berkeley with a degree in Anthropology, is a graduate of the Executive Management Program at UCLA's Anderson School of Management, has a certificate in brand management from Stanford and served on the founding Board of the North American Council for Freight Efficiency. Prior to joining CALSTART in 1992 he was an award-winning broadcast journalist focused on science, technology and the environment, which included reporting on the 1980 eruption of the Mount St. Helens volcano.