EXRO Announces Josh Sobil as Chief Commercial Officer

written by Raj Shah | November 12, 2019

November 12, 2019 (Source) – Exro Technologies Inc. (CNSX:XRO.CN) (OTC:EXROF) ("Exro", the "Company") is pleased to announce that Josh Sobil will be joining the Company in the role of Chief Commercial Officer and will be responsible for leading Exro's sales and marketing strategies globally. Mr. Sobil will manage all commercial partnerships and opportunities as Exro expands its product offerings targeting increased efficiencies and better performance in the electric motor industry as well as power conversion in various aspects of the electrification evolution.

Mr. Sobil has over a decade of experience in the power conversion industry, beginning his career with GE as part of the Commercial Leadership rotational program with roles in engineering, commercial management and manufacturing. Rotations centred around GE's large motor business out of Peterborough, Ontario. Mr. Sobil also had roles as Application Engineering for large motor's in the Mining, Chemical and Oil & Gas sectors, then moved to Sales Manager for Western North America based out of Vancouver, British Columbia. In late 2014, Siemens Canada hired Mr. Sobil to lead the growth of its Mining business in Western Canada. In 2016, he was promoted to National P&L manager for the Siemens Mining business unit. He is a graduate of McMaster University with a Bachelor of Engineering & Management in Mechanical Engineering. Additionally, he is a graduate of GE's Commercial Leadership Program and has an MBA from Schulich School of Business specializing in Strategy & Finance.

Sue Ozdemir, CEO of Exro comments: "We are delighted to welcome

Josh to our team as we transition to commercialization. Josh has shown over his career that building relationships with his clients is a key contributor to successfully executing growth strategies. His passion and focus will be a tremendous asset for Exro."

Josh Sobil, CCO of Exro said: "Exro is embarking on an incredible journey as they make a significant impact on the power conversion sector and I am excited to join the senior leadership team as we commercialize our technologies. Taking innovative technologies to market is my passion and I am looking forward to driving our global sales effort."

This announcement follows the appointment of Sue Ozdemir as CEO and Darryl Wilson as Chairman of the Business Advisory Board over recent months, underlining Exro's continued investment in team development, technological innovation and global growth.

About Exro Technologies Inc.

Exro facilitates the transition to clean energy by providing products and services to manufacturers to increase the efficiency and reliability of power systems, including electric motors, generators and batteries. Exro's patented technology enhances energy systems by dynamically sensing and adapting variable inputs and optimally matching them to desired outputs, creating measurable performance gains and extended lifespan. The widespread applications of the technology apply to optimizing the performance of electric vehicles, UAVs, and ship drives, as well as pumps, industrial motors, and energy capture from wind and tides.

ON BEHALF OF THE BOARD OF DIRECTORS

Sue Ozdemir, Chief Executive Officer

Forward Looking Statements

Certain statements contained in this News Release constitute forward-looking statements. When used in this document, the words “believe”, “may”, “would”, “could”, “will” and similar expressions, as they relate to the Company or its management are intended to identify forward-looking statements. More particularly and without limitation, this news release contains forward-looking statements and information concerning the Company’s intention to commercialize its product in the near term. Such statements reflect the Company’s current views with respect to future events and are subject to certain risks, uncertainties and assumptions. Many factors could cause the Company’s actual performance or achievements to vary from those described herein. Should one or more of these factors or uncertainties materialize, or should assumptions underlying forward-looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. The Company does not assume any obligation to update these forward-looking statements, except as required by law.

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