

# Exro Appoints Chief Product Officer to Advance 2020 Commercialization

written by Raj Shah | January 4, 2020



January 3, 2020 ([Source](#)) – Exro Technologies Inc. has appointed software and data innovator Steven Moon as Chief Product Officer, to lead further utilization of Exro’s electric-motor-enhancing technology by the global marketplace.

Mr. Moon joins Exro (CSE:XRO; OTCQB: EXROF) ( “Exro “, the “Company “) to lead the seamless adoption of Exro’s growing product portfolio by the transportation, agriculture, heavy industry, energy, construction, automotive and recreational vehicle sectors, as well as others.

“We are now commercializing Exro with key strategic partners and customers, ” said Exro CEO Sue Ozdemir. “The appointment of Steven Moon as Chief Product Officer ensures Exro will be seamlessly integrated into the marketplace, with an exceptional customer experience and significant energy savings and performance gains in electric motors. ”

Ozdemir was appointed Exro’s CEO in September after serving as CEO of GE’s Small Industrial Motors Division, which under her leadership was successfully sold to China’s Wolong Electric, one of China’s largest motor manufacturers, in July 2018.

Ozdemir has already begun meeting Exro’s commercialization milestones. [The company’s first delivered product](#) for e-bikes

has resulted in as much as a 25 per cent boost in torque from Exro, with a corresponding 25 per cent increase in acceleration of e-bikes.

As Co-Founder and CTO of ThisFish Inc., Mr. Moon pioneered a new approach to improving the sustainability of the world's seafood industry, developing and implementing a fully digital product-traceability platform. He also served as software lead and data specialist at Corvus Energy, a leader in energy storage systems.

"Exro has developed ground-breaking technology that dramatically increases the power, speed and efficiency of electric motor systems," said Moon. "As we focus on commercialization, I am excited to help our partners and customers fully integrate Exro into their operations."

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*

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