



Michael Roeth has worked in the commercial vehicle industry for over 30 years, is the Executive Director of the North American Council for Freight Efficiency and leads the Trucking Efficiency Operations for the Rocky Mountain Institute/Carbon War Room. Mike's specialty is brokering green truck collaborative technologies into the real world at scale. He has a Bachelor of Science in Engineering from the Ohio State University and a Master's in Organizational Leadership from the Indiana Institute of Technology.

Mike currently serves on the second National Academy of Sciences Committee on Technologies and Approaches for Reducing the Fuel Consumption of Medium- and Heavy-Duty Vehicles, is a Department of Energy Merit Reviewer for the SuperTruck programs and served as Chairman of the Board for the Truck Manufacturers Association. He understands the customers, operations and intricacies of the commercial vehicle industry having held various positions in product development, engineering, reliability and quality, sales, materials and plant management with Navistar and Behr/Cummins.