

IDEANOMICS

Electrifying Commercial Fleets: Unique Challenges and Solutions



The challenges facing electrification of the heavy-duty commercial vehicle sector are big, but so are the rewards, some of which are already being realized. [Click here](#) to learn what some of these challenges are and how Ideanomics intends to address them.

What We're Reading

- [Biden wants to replace government fleet with electric vehicles](#), The Verge
 - [Shift to Electric Vehicles Spurs Bid to Make More Batteries in U.S.](#), Wall Street Journal
 - [Housing Market Gains More Value In 2020 Than In Any Year Since 2005](#), Forbes
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Welcome to the Team!

Ideanomics is proud to welcome Bryan Rubio and Angel Xie to the team!



Bryan comes to Ideanomics after nearly two years in the Port Authority of New York and New Jersey's Office of Environmental and Energy Programs, where he focused on leading their electric vehicle, renewable energy, and advanced battery storage initiatives. Prior to this role, he was an Associate at Gabel Associates, Inc., an Energy, Environmental, and Public Utility consulting firm heavily involved in electric vehicle analysis and policy development.

Bryan graduated Suma Cum Laude from Columbia University with an M.S. in Sustainability Management, Kean University with a B.S. in Sustainability Science, and Brookdale Community College with an A.S. in Applied Science for Automotive Technology. Outside of work he is avid outdoorsman who enjoys hiking, wildlife photography, skateboarding, snowboarding, and working on cars.



For the last twelve years, Angel has assisted brands like Nike, Toyota and Hyundai to create innovative experiences and compelling stories. She has hands-on experiences in media, digital, creative, retail, and experiential. Her experiences across automotive, CPG, technology, financial services, and healthcare gives a unique advantage in today's hyper-connected marketing landscape.

Having collaborated extensively with cross-functional, cross-regional teams and agencies allows her to approach any brand challenge holistically.

As a Chinese American, her intimate knowledge of the global marketing landscape, especially the Chinese market, has led to many pivoting business changes.

Prior to joining Ideanomics, Angel was consulting on Nike's global communications strategy and retail/membership experiences at R/GA Portland. Outside of work,

Angel is a foodie, a rock climber, and a mom.

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