



Adrian P. Schaffer

President, Emerging Mobility, Automotive and Industrial Business Unit

Mr. Schaffer is the President, Emerging Mobility, Automotive and Industrial Business Unit at Ricardo, plc. He drives sales and execution, translating Ricardo's global expertise into the advancement of clean mobility solutions. Schaffer's three decades of experience have given him broad and deep technical knowledge that's invaluable for helping customers implement cutting-edge technologies. "To manage technology businesses effectively, I need to understand the technology to a certain degree," he says. "Even more importantly, I spend a lot of time with engineering to understand how products are designed, built, and integrated so I can most effectively communicate their value." Mr. Schaffer's background and context fit right in with what we're doing today and where the industry needs to go."

Mr. Schaffer was the Business Unit Director of Sales for Danfoss Editron responsible for Global Electrification Sales for On-Highway commercial business. UQM was purchased by Danfoss in 2019 where he was Sr. Vice President of Sales and Business Development. In this new role, Mr. Schaffer led Danfoss sales initiatives, focusing on developing and enhancing new business opportunities, product and global expansion and investigation of potential strategic partnerships to allow continued growth into the vehicle electrification and fuel cell marketplace.

Prior to joining Danfoss, Mr. Schaffer was the Vice President of Sales for the Industrial Commercial & Energy Group (ICE) for Linamar Corporation - a leading supplier to the global vehicle and mobile industrial equipment markets. Adrian also spent nearly twenty years in senior executive and sales positions at Motorola where he successfully launched new technologies that are now a part of the global vehicle marketplace.

Adrian earned his Executive MBA from Michigan State University and has a Bachelor of Arts degree from Oberlin College. He resides in Rochester Hills, Michigan with his wife Marilyn together they have raised two boys who both graduated from college and are leading their respective lives in Chicago and Atlanta.