



Brad A. Bisailon

Director of Strategic Accounts

Brad Bisailon is director of strategic accounts for Trojan Battery Company. He is responsible for managing and expanding Trojan's original equipment manufacturer (OEM) customers worldwide which manufacture equipment for the golf, light transportation vehicle, floor cleaning and aerial work platform industries. Bisailon's focus is to make Trojan Battery the exclusive supplier to OEM customers for their deep-cycle battery needs.

He joined Trojan in 2009, bringing more than 15 years of experience in the deep-cycle battery and transportation industries. Prior to leading Trojan's OEM sales efforts, Bisailon was responsible for expanding Trojan's product offerings and sales in the transportation industry which included the commercial truck and mass transit markets. Bisailon has held senior sales and distribution management positions for a variety of commercial truck equipment manufacturers including Glacier Bay Inc., CSTK, Inc., and Teleflex Inc. He is an advocate for effective power management systems focusing on AGM battery technology. Non-spillable AGM batteries offer the advantages of longer life, more run-time and less maintenance, which all add up to more time on the road and less time in the shop to replace inferior batteries.

Bisailon has served as keynote speaker for the EPA, Pennsylvania DEQ and Canadian Fleet Maintenance Seminar discussing issues relevant to emission reduction in the transportation industry. Bisailon also has been a featured guest on MotorWeek TV discussing the impact of long-term idling on the environment. In addition, he has contributed articles to several industry magazines including BUSRide, Construction Index, Fleet Owner, Heavy Duty Trucking, and Passenger Transport.

Bisailon earned a bachelor's degree from Seneca College at York University in Toronto, Canada.

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