



Jeff Elder
President

Jeff Elder serves as president at Trojan Battery Company. The first president in the company's 85-year history that has not been a Godber family member, Elder is responsible for all aspects of Trojan's business. Elder joined Trojan Battery Company in 2005 as chief financial officer and became chief operating officer and chief financial officer in 2008. He became president in 2010. During his tenure at Trojan, Elder has helped to substantially grow and improve the company's core businesses. Under his leadership, Trojan also has expanded its business into new market segments resulting in significant market share gains in both the renewable energy and trucking industries.

Prior to joining Trojan, Elder served as chief operating officer and chief financial officer at Dynamic Cooking Systems where he led the team that turned the business around and ultimately negotiated and completed the sale of the business to Fisher & Paykel. Elder also held the position of chief operating officer and chief financial officer at Rand Technology, served as vice president of finance at Avery Dennison Office Products and held management positions at Toshiba America, Emerson Electric and Arthur Anderson. Elder is a CPA and his expertise in finance, operations and strategic planning spans more than 30 years.

Elder received his Bachelor of Arts degree in economics and accounting from Claremont McKenna College. He is a board member and the treasurer of Make-A-Wish Foundation for the Orange County and the Inland Empire chapters. Elder is active with AIDS Services Foundation in Laguna Beach.



David Godber
Executive Vice President of Sales and Marketing

David Godber, executive vice president of sales and marketing, began his career at Trojan Battery in 1988. Mr. Godber, a third-generation member of Trojan's family ownership, is the leading force behind Trojan's global sales and marketing group. He is responsible for the company's overall sales performance, Trojan's international OEM customer base and Trojan's global network of master distributors. Under his leadership Trojan has strengthened its market leading position worldwide establishing Trojan's trademark maroon battery in many countries throughout the world.

Godber acquired his knowledge of the battery industry working in various positions within Trojan. His first introduction to battery manufacturing came while working in Trojan's manufacturing plants where he began to develop his understanding of the family business. Early in his professional career, Godber served as regional sales manager and vice president of sales and marketing for Trojan's Industrial Division. He was promoted to international sales manager and then vice president of sales. During his 22 year career with Trojan Godber has also held the position of vice president of sales and marketing and assumed the responsibility of executive vice president of sales and marketing in 2006.

Godber has been a member of several professional trade organizations, including the Electrical Power Research Institute (EPRI), the American Electronics Association (AeA) and the American Marketing Association (AMA). Godber received his bachelor's of science in marketing with an emphasis in international sales from Arizona State University (ASU) where he was a member of the Phi Delta Theta fraternity.



Brad Bisailon

Director of Strategic Accounts -- North America & Europe

Brad Bisailon is director of strategic accounts for North America and Europe for Trojan Battery Company. He is responsible for managing Trojan's major original equipment manufacturer (OEM) customers both domestically and in Europe manufacture products for the golf, floor cleaning and transportation industries.

When joining Trojan 2009, Brad was responsible for expanding Trojan's product offerings and sales in the transportation industry which included the heavy trucking and mass transit markets. With more than 10 years of experience in the transportation industry, Bisailon has held senior sales and distribution management positions for a variety of idle reduction equipment manufacturers including Glacier Bay Inc., CSTK, Inc., and Teleflex Inc. Bisailon is an advocate for the reduction of trucking fleet emissions and draws on his diverse industry experience to educate the market on advanced battery technologies that can help achieve these goals.

Bisailon is an active member of the Technology & Maintenance Council, the American Public Transportation Association, and the Texas Motor Transportation Association. He 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, 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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