



Brad A. 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 and expanding Trojan's original equipment manufacturer (OEM) agreements with customers worldwide which manufacture products for the golf, floor cleaning and transportation industries. Bisailon's focus is to make Trojan Battery the exclusive supplier to OEM customers for their deep-cycle battery needs.

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 15 years of experience in the deep-cycle battery and transportation industries, 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 effective power management systems for trucking fleets focusing on AGM battery technology which 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 is an active member of the Technology & Maintenance Council. 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, 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.

C A L I F O R N I A

12380 Clark Street, Santa Fe Springs, CA 90670 | Tel.562.236.3000 | Tel.800.423.6569 | Fax.562.236.3282

G E O R G I A

5174 Minola Drive, Lithonia, GA 30038 | Tel.678.518.7300 | Tel.800.246.2550 | Fax.678.518.7398