



Edward T. Kjaer

Director, Electric Transportation
Southern California Edison

Edward T. Kjaer has been director of Southern California Edison's (SCE's) Electric Transportation Department since 1999. Kjaer is responsible for all aspects of SCE's electro-drive transportation activities, including operation of the nation's largest private fleet of pure battery electric vehicles (EVs), having traveled more than 17 million miles since inception. In addition, Kjaer's responsibilities include conducting industry-leading studies evaluating and demonstrating next-generation battery EV, plug-in hybrid and fuel cell EVs, advanced energy storage technologies evaluation and the integration of sustainable transportation solutions into the future electric energy system. These studies are conducted at SCE's Electric Vehicle Technology Center- a unique facility in the electric utility industry.

From 1996 to 1999, he was director of the Automotive Division of Edison EV, a wholly owned subsidiary of Edison Enterprises charged with building the infrastructure for electric vehicles in California. While this company no longer exists, the work of Edison EV remains in place today to support the launch of next generation plug-in vehicles beginning in 2010.

Prior to joining Edison, Kjaer held several marketing and advertising positions in the automotive industry, including Corporate Marketing Manager, Mazda Motor of America and Account Manager, Ketchum Advertising working on the launch of Acura Automobiles for American Honda Motor Company.

Kjaer participates in a number of electro-drive-related organizations, including the Electric Power Research Institute (EPRI) and the Edison Electric Institute (EEI). He is a member of Gov. Schwarzenegger's Hydrogen Highway Advisory Panel, and is on the boards of the Electric Drive Transportation Association (EDTA) and the California Electric Transportation Coalition (CalETC).

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