

Timothy Richard Sasseen, MSEE, MBA

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Summary

Clean energy executive and systems innovator with 29+ years of leadership in hydrogen, fuel cells, microgrids, and distributed energy. Proven success in scaling emerging technologies, securing grant funding, and aligning stakeholders across government, corporate, and technical domains. Deep expertise in market development, technical advisory, lifecycle modeling, and clean tech policy advocacy. Mission-driven, with a track record of building sustainable energy solutions from concept to deployment.

Experience

Manager, Hydrogen Business

American Honda Motor Company, Inc. — Torrance, CA | 2024 – Present

- Lead hydrogen business development for American Honda, spanning fuel cell vehicles, stationary power, and infrastructure partnerships.
- Engage public agencies, utilities, and fleet operators to expand hydrogen demand and refueling access across North America.
- Represent Honda in industry coalitions and policy forums advancing hydrogen as a clean fuel for transportation and grid-edge power.

Consultant

Tim Sasseen LLC — Santa Barbara, CA | Sep 2024 – Present

- Advised clients on go-to-market strategies for hydrogen, EVs, and critical mineral technologies.
- Developed predictive maintenance tools leveraging machine learning.
- Provided technical and business support for zero-emission fleet deployments.
- Published Amazon best-seller "Evolving Energy" on AI, governance, and sustainable innovation.

Director, Market Development & Public Relations (North America)

Ballard Power Systems — Remote | Mar 2018 – Sep 2024

- Scaled North American fuel cell bus market from 4 to 200+ units per year.
- Led legislative advocacy for hydrogen policy in CA, WA, and NV.
- Directed grant proposals for hydrogen locomotives, trucks, and marine vessels.
- Built Salesforce-based tools to manage market development pipeline.

Principal Advisor, Distributed Generation

Center for Sustainable Energy (CSE) — San Diego, CA | Nov 2016 – Mar 2018

- Designed \$5M microgrid for Sonoma Junior College.
- Secured \$2M in CEC grants for solar and battery storage projects.
- Provided technical input for California's SGIP incentive program.

Director of R&D; / Interim CTO

CleanSpark, Inc. — San Diego, CA | Sep 2014 – Apr 2016

- Designed and validated flywheel and battery-based microgrid systems.
- Created CleanSpark's product roadmap and secured tech partnerships.
- Demonstrated black-start microgrid controls at Camp Pendleton.

Program Manager

Boulder Wind Power — Boulder, CO | May 2012 – Jul 2014

- Designed SiC-based converters achieving 99% efficiency.
- Led \$6.5M wind turbine business plan and relocation strategy.

VP of Engineering / Director of System Integration

Continental Wind Power — Santa Barbara, CA | Apr 2011 – Apr 2012

- Led full turbine prototype to GL certification within 12 months.
- Co-inventor on new yaw mechanism; led partner development.

System Integration Lead

Clipper Windpower — Carpinteria, CA | Dec 2008 – Apr 2011

- Oversaw redesigns for turbine control and powertrain systems.
- Reinstated \$5M EU turbine program with product development gates.

Control Systems Engineering & Field Service Management

Ballard Power Systems / DaimlerChrysler Fuel Cell Bus Program — Vancouver, BC & Germany | 2000 – 2008

- Led engine control development for the largest public fuel cell bus deployment of its time.
- Followed the fleet to Europe to coordinate operation and service across 7 countries from the Daimler factory in Germany.

Director of R&D;

Southwest Windpower — Flagstaff, AZ | Aug 1997 – Jul 2000

- Reduced warranty rates from 50% to under 1%.
- Led first UL certification for small wind turbines.

Manufacturing Engineer

Sony Disc Manufacturing — Springfield, OR | 1995 – 1997

- First role out of graduate school, supporting high-volume optical disc manufacturing operations.

Education

- MBA, Rady School of Management — UC San Diego (2016)
- MSEE, Electrical Engineering — Michigan Technological University (1995)
- BSEE, Electrical Engineering — Michigan Technological University (1993)

Skills & Expertise

Hydrogen & fuel cell systems · Energy storage & microgrids · Market development & grant strategy · Policy advocacy & legislative testimony · Lifecycle & economic modeling · Cross-functional team leadership · Public speaking & stakeholder engagement

Patents & Innovation

- US provisional patents: hydrogen ICE design, carbon capture greenhouse, wave power system.
- Co-inventor: microgrid blackstart methods, turbine yaw mechanism.

Boards & Leadership

- Board member, California Hydrogen Business Council (CHBC).
- Co-founder & director, United States Hydrogen Alliance (USHA).
- Chair, FCHEA Transportation Working Group.
- Strategic lead, CHBC Public Transit Action Group.

Certifications & Languages

- German (business proficiency).
- Entry-level Spanish for building.
- Certified in Six Sigma, NFPA 70E, OSHA 10, project management.