

William J. Piel

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COMPETITIVE & REGULATORY ANALYSIS OF TRANSPORTATION FUELS

TEIR Associates, Inc is a transportation fuel consultancy firm that was formed in 1999. William (Bill) Piel is the Business Director and fuel consultant for TEIR Associates. His experiences involve fuel production, fuel quality, environmental and competitive economic issues in global markets for more than 40 years on gasoline, diesel, oxygenates and alternative transportation motor fuels which include coal to liquids (CTL), Hydrogen for fuel cell vehicles, alcohols, ethers, biofuels, biodiesel, and other energy resources. His career started with ARCO Products petroleum refining company after receiving a BS in Chemical Engineering and a minor in economics, and he then worked in oxygenated fuel business development for ARCO Chemical Company chemical company after earning a MBA in finance.

TEIR's strength is a blend of strong technical and economic skills for evaluating the competitiveness of various transportation fuel options or alternatives in the present and the future fuel markets as well as any market distortions created by government fuel regulations. TEIR's analyses are strongly ground in facts and sound science, and avoid unnecessary speculation. Its expertise encompasses fuel vehicle performance, fuel environmental qualities, and cost versus market values, as well as identifying issues for lobbying, macro policy analysis, global markets, process technology valuation, among others. TEIR has a broad experience that includes working with energy suppliers, oil refiners, automakers, bio-fuel manufacturers, government agencies, industry associations, research laboratories, additive producers, financial institutions, legal firms, academic institutions, and others that are involved in all aspects of transportation fuels, motor fuel markets and financial investments. Its experiences also include legislative and regulatory involvement, manufacturing, market analysis, long range business planning, legislative or regulatory impact analysis with environmental, energy or transportation policy, and new fuel regulatory approvals.

PROFESSIONAL EXPERIENCE

TEIR Associates, Inc., Penna., Business Director (1999-date)

ARCO Chemical Company

- o Manager of Business Development for Oxygenated Fuels (1987-98)
- o Manager of Technical Service, Oxygenated Fuels Business (1983-87)
- o Senior Process Engineering, RD& Engineering Dept.(1981-83)
- o Evaluation Analyst, Corporate Manufacturing Staff (1979-81)

ARCO Petroleum Products Co., Phila. Oil Refinery, Process Engineer (1975-79)

EDUCATION

BS Chem. Eng. 1975, Lehigh University, Bethlehem, Pa. Minor in Economics

MBA in Finance 1986, Widener University, Chester, Pa.

Master of Education, 2009, Widener University, Chester, Pa.