

Company Dynamics

What's Behind the AeroWall



VISION AND MISSION

VISION: We create new and sustainable value for our customers and investors by developing the most effective aerodynamic products in the trucking industry.

MISSION: To deliver first-to-market, intelligent solutions that improve aerodynamics for tractor-trailers, significantly raising the bar for fuel efficiency, road safety, and environmental benefits.

Founded in May of 2014, AeroWall Dynamics is dedicated to creating products for the trucking industry that improve aerodynamics, bringing benefits of improved fuel efficiency, profitability, and road safety. Headquartered in Franklin, Tennessee the group has grown an impressive list of patents as it sought to solve one of the industry's most elusive challenges: a practical and affordable solution to effectively deal with the aerodynamic problems of the tractor-trailer gap—the AeroWall.

PROVEN RESULTS

Through months of actual road use and measurement, tractor-trailers with an AeroWall averaging fuel savings of 4.9% in a variety of conditions. Drivers noted the improved stability and handling characteristics of their vehicles. And AeroWall's automation means they don't have to give it a single thought.

A well-rounded team of business entrepreneurs and industry experts has been brought together to lead the company. Most of the team has worked with one another in prior businesses. Each member of the team has a specific area of expertise that they bring to the table. Most of the management team has started companies, led turn-arounds, and executed mergers and IPOs.



Dr. Gary Ferguson
Chairman and Chief Strategy Officer

Gary is an entrepreneur with a distinguished career. In addition to starting or turning around five technology companies, all with successful exits, Dr. Ferguson has served as a master business mentor for Jump Start, LaunchTN, and, most recently, the National Science Foundation. He has a deep passion for creating success through others, being first to market, and doing things that have never been done before.



Bill Wall
President and CEO

Bill served in the U.S. Air Force before moving into the private sector as an entrepreneur and design engineer. He founded Western Diesel and has been a consultant to Tesla Motors, Phoenix Motor Cars, and Van Steinberg Automotive. Mr. Wall launched AeroWall Dynamics as an outgrowth of his keen interest in automotive engineering and design. His diverse background in transportation and medical device technologies allowed him to crack the code for the tractor-trailer gap. Bill sees complex problems and seeks elegant, yet practical, solutions.



Mike Lambertson
COO

Mike brings over 25 years of experience in the design and manufacture of electro-mechanical and aerodynamic devices to the AeroWall team. He co-founded Thermal Control Products which he and his partner sold to Moog. After the sale Mike managed the aerodynamic engineering team at Moog, serving a variety of aerospace, automotive, and medical customers including SpaceX, Tesla, and Philips.



Hans Seezen
CFO

Hans is a CPA and has served as CFO and President of international public companies and startup companies in a variety of industries. With over 35 years of financial leadership experience, he thrives in entrepreneurial settings where every member of the team can place their imprint on the successful execution of the business.



Rick Black
Chairman – Board of Advisors

Rick Black has over 30 years of experience launching successful companies in the trucking industry. His 25 years behind the wheel has lead Rick to a long-held interest in the creation of a commercial product that decreases aerodynamic drag in the tractor-trailer gap. Mr. Black has personally conducted many test runs to document AeroWall's results and assist in product enhancement.



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