

## Contact

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[organictransit.com](https://organictransit.com) (Company)

## Top Skills

Methods Engineering  
Transportation Design  
Climate Tech

# Rob Cotter

Founder/CEO Environmental Transit Authority, ETA  
Raleigh, North Carolina, United States

## Experience

### ETA: Environmental Transit Authority

Chief Executive Officer

September 2023 - Present (2 years 1 month)

United States

ETA acquired Organic Transit to reintroduce the ELF, the most efficient commercially available solar-hybrid vehicle. ETA will introduce other environmental vehicles for deliveries, commuters, recreation, and those with special needs.

### Cotter Dynamics

Founder

October 2021 - Present (4 years)

### Organic Transit

16 years

Founder

2009 - Present (16 years)

Designing & building the cleanest, most efficient vehicles on the planet.

Founder

2012 - June 2020 (8 years)

### Cotter Creative Strategies

Principal

January 1993 - April 2011 (18 years 4 months)

Strategic marketing campaigns, Gorilla advertising, Video New Releases, Documentary Production.

Clients: The Body Shop, IBM, Mercedes Benz, Honda, Thomson Reuters, ESPN, Mattel, Disney, NFL Films

Advisor, Gov. Jerry Brown Presidential Campaign

skyTran

## Vice President

May 1997 - September 2000 (3 years 5 months)

Orange County, California, United States

Urban Maglev Rail Technology

## The Body Shop

Creative Campaigns

1995 - 1998 (3 years)

US, UK

Worked directly with Anita Roddick on Creative Campaigns including: Ruby - Self Esteem, Blow the Whistle on Violence Against Women, Ogoni - Shell Oil, Industrial Hemp Product Launch & policy, Project Censored, Corporate Responsibility, Against Animal Testing.

## AMI

Creative Director

1991 - 1995 (4 years)

North Carolina

Created video and digital media for corporate clients, NGOs and served as in-house entrepreneur.

Clients include: ESPN, Disney, NFL Sports, SNL, HGTV, Rounder Records, Island Records, Wham O, Mattel, NPTV, PBS, Q&E, SAS.

## American Solar Cup

Director

1987 - 1988 (1 year)

First Solar Car Race in the US. Focused on the potential for practical solar cars. 160 mile event in real world conditions: city streets, RxR crossing and highway speeds up to 93 mph. Attended by 10,000 people. Corporate participation by DOW, Paul Mitchell Systems and Honda. Two hours after the race, the winning vehicle from MIT was back up to a full charge just from the solar energy.

## International Human Powered Vehicle Association

Vice-President, Land

1980 - 1983 (3 years)

Newport Beach, California

Organized & directed human powered vehicle international championships. Designed, built & competed with ultra-efficient vehicles. Newsletters, seminars, lectures, college educational programs. Directed championships

at the Indianapolis Motor Speedway. Directed PR, Sponsor relations, rules committees.

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## Education

Stony Brook University