

David R. Crecelius

VP Powertrain Systems Engineering



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Experience Summary

David R. Crecelius – Using his expertise in electrifying vehicle powertrains, in technology innovation, and in propulsion system development, Dave leads propulsion at Bright.

Over the last 20 years Dave has worked at automotive companies including General Motors, Delphi, and Delco Remy, at which he created advanced electrical solutions for conventional, hybrid, and electric vehicles. He has had leadership roles driving the integration of power electronics, electric machine controls, energy storage systems, and internal combustion engines. Dave was instrumental in seminal work on electric vehicles, including the development, building, and testing of advance propulsion system concepts for the General Motors EV (1) platform and other hybrid programs.

Dave is a steering committee member for YFC Campus Life, an organization that combines healthy relationships with creative programs to help high school seniors make good choices, establish solid foundations for life, and have a positive impact on their schools.

Dave has published several technical papers and holds six U.S. patents. Dave has a B.S. in Electrical Engineering from Purdue University, and he earned his M.S. in Electrical Engineering at the University of Tennessee, while on a General Motors fellowship grant.