

## **William J. Piel**

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TEIR Associates, Inc  
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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 for more than 25 years on gasoline, diesel, oxygenates and alternative transportation fuels which include coal to liquids (CTL), H2 for fuel cell vehicles, and other energy resources. His career started with a large petroleum refining company after receiving a BS in Chemical Engineering and a minor in economics, and he then worked in business development for a large chemical company after earning a MBA.

TEIR's strength is a blend of strong technical and economic skills for evaluating the competitiveness of various 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 science, and avoid speculation. Its expertise encompasses fuel performance and environmental qualities, cost versus market values, as well as identifying issues for lobbying, macro policy analysis, process technology valuation, import duties, 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, fuel markets and 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

- Manager of Business Development (1987-98)
- Manager of Technical Service, Business Mgmt (1983-87)
- Senior Process Engineering, RD& Engineering Dept.(1981-83)
- 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.