

## Bio –Bert Cox

Bert Cox holds the degree of BSME (Mechanical Engineering) from Northwestern and SMU. He also earned his MBA, Summa Cum Laude, from Southern New Hampshire University. He studied marketing, W. Edwards Deming's principles of quality control, and strategic planning. He served in the United States Air Force as a Satellite Operations Engineer and holds one US patent. After the Air Force, he owned and operated an 8-bay automotive shop in Colorado Springs for 6 years.

Mr. Cox is the President and founder of the Safe Alternative Fuels Association, a not-for-profit organization dedicated to energy independence and a better environment through the use of alternative fuels for transportation. They campaigned the first ever Propane powered car to compete in the Mt. Washington Hill Climb – the oldest road race in the country. He also holds numerous other racing titles including the 1999 North Atlantic Road Racing Championship for the T-2 class.

He is the author of numerous books and articles including “Find The Gold Mine In Your Business”, “101 Free or Low Cost Ways to Grow and Market Your Business”, “Business Lessons I learned from Harry Potter”, and his latest work in progress, “Laugh and Grow Rich”. He hosts the radio show, “Profiles in Success” which airs on WSMN in Nashua, NH, and he consults as a business advisor for several area businesses.

He has been in the automotive field for over 20 years and involved in I/M programs since the mid ‘80’s. First as a retailer and service provider, then as head of Mobile Sources for the State of New Hampshire and currently as Chief of Vehicle Programs for the Commonwealth of Massachusetts. His team is responsible for I/M, alternative fuels, repair industry training, communication, and most recently, OBDII.

He’s been married for over 15 years (to the same woman) and is the proud father of 2 beautiful teenage daughters (he welcomes any tips on gun collecting and cleaning).

His philosophy focuses on understanding and serving your customers, applying best business practices (even to government), and continuous improvement.