



Dan Nicholson

Vice President, Strategic Technology Initiatives
General Motors (*retired*)

Dan Nicholson retired at the end of 2024 as the General Motors Vice President, Strategic Technology Initiatives. Prior to this appointment, Dan was General Motors Vice President of Global Electrification, Controls, Software and Electronics where he led the organization from 2019 to 2022. Prior to that, Dan was General Motors Vice President, Global Propulsion Systems. In that role he was responsible for all propulsion products including engines, transmissions, fuel cells, electric drive units and batteries. He is on the SAE Board of Directors and serves as Vice President Automotive and was the GM Member Company representative on the USCAR Council and member of the USDRIVE Executive Steering Group.