



## News Release

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### **Ruth Cox to Head U.S. Fuel Cell Council**

**WASHINGTON, DC** – The U.S. Fuel Cell Council ([USFCC](#)) has named Ruth Cox, a successful businesswoman with wide ranging experience in high-tech industries, as its Executive Director, USFCC President Mike Hicks announced today.

“Ruth Cox has an impressive and well-rounded background in management, marketing, business and politics. These skills will strengthen the council’s ability to be an effective advocate for fuel cell commercialization,” Hicks said. “With more than 20 years in the telecommunications and computer technology industries in the U.S., Europe, and Asia, she has experience with burgeoning industries and knows what it takes to build successful businesses.”

“This is an exciting opportunity for me and an exciting point in the development of fuel cells for portable, stationary and transportation [applications](#).” Cox said. “Hydrogen and fuel cells are critical components in the nation’s strategy to lower greenhouse gas emissions, cut smog, reduce our dependence on foreign oil, and grow our economy.

“Cost reductions and performance and durability improvements have opened several early markets for fuel cell products, and competitive systems are in development for many other markets. Success means good, high paying jobs and energy and environmental security benefits, in the U.S. and wherever markets open for fuel cells,” she said.

“I look forward to working with the USFCC member [companies](#), allied organizations and the Obama Administration to hasten the commercialization of the fuel cell family,” she said.

Ms. Cox was marketing director for a number of Silicon Valley firms introducing leading edge technologies for rich media communications, and earlier was telecommunications marketing director for Oracle, Hewlett Packard Corporation and Tandem Computers. She was the Vice President of Strategy for the Dutch telecom provider now known as KPN, during a critical period after privatization.

Ms. Cox has also been involved in Democratic politics, and worked on President Obama’s campaign in several key states. Most recently she served as interim Executive Director of 21st Century Democrats, a political action committee. Ms. Cox’s appointment is effective immediately.

Robert Rose, the USFCC’s founding executive director, will remain to work on communications and strategic planning.

**About the U.S. Fuel Cell Council:** The [USFCC](#) is an industry association dedicated to fostering the commercialization of fuel cells. Our members include the world's leading fuel cell developers, manufacturers, suppliers and customers.

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