

Robert Rose

Executive Director
Breakthrough Technologies Institute, Inc.



Mr. Robert Rose is Executive Director of the Breakthrough Technologies Institute, Inc. (BTI), an independent nonprofit advocate for technologies that carry environmental benefits to society. BTI's fuel cell education program, Fuel Cells 2000, was established in 1993 and won international recognition during 21 years of operation. Mr. Rose founded the U.S. Fuel Cell Council, the trade association of the fuel cell industry, in 1998 and was Executive Director for 10 years. Mr. Rose authored "Fuel Cells and Hydrogen: The Path Forward," which outlines a public-private partnership to develop and commercialize fuel cells. This publication helped shape the hydrogen and fuel cell provisions of the Energy Policy Act of 2005. Mr. Rose was a working journalist in New England before moving to Washington to work for Senator Edmund S. Muskie of Maine, as Press Secretary and, during Muskie's tenure as Secretary of State in 1980, as Senior Special Advisor. In 1981, Mr. Rose established Rose Communications, Inc., to serve public and private sector clients, specializing in policy analysis and media.