

Max Rasovsky



Max is a seasoned technology leader focused on building human-centric use cases around emerging technologies. He leverages experience from automotive, aerospace, and telecommunications to enable real, functional, and measurable results in products developed for customers and partners. His extensive experience in leading CASE (Connected, Autonomous, Shared, and Electric) projects has given him a broad view of the multitude of solutions available for implementation.

Max has over 13 years of experience in development of emerging technologies. As an additive-manufacturing entrepreneur, he gained invaluable hands-on knowledge of how end-users interact with innovative technologies and the products created with these technologies. His expertise in bridging the gap between subject-matter experts, engineers, and other specialized professionals and the lay user of their products has given him a unique ability to translate these technologies into widely marketable products and services.

During his two years at Umlaut, Max has led cross-functional teams in commercial electrification to develop the next generation of fully electric big rigs.