Pathways For Trade

The North American Logistics & Manufacturing Symposium

"Connecting the Americas: Infrastructure, Industry, Innovation"

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33rd ANNIVERSARY

KEYNOTE SPEAKER

William Pui Martínez

CEO & Founder, Greenspace E-Mobility

William Pui Martínez is the Founder and CEO of Greenspace E-Mobility, an energy transition infrastructure company focused on developing and deploying electric vehicle charging and power infrastructure across emerging and cross-border markets. With more than 15 years of international experience, he has built a career leading capital-intensive energy and infrastructure projects throughout Europe, North America, and Latin America, combining technical expertise with strategic leadership in the rapidly evolving clean energy sector.

Prior to founding Greenspace, Martínez held senior leadership positions at Circle K, Nuvve, ABB, and Tesla, where he led global EV charging hardware strategy, infrastructure partnerships, product management, and commercial project development. His work has included scaling grid-connected charging networks, managing vendor and OEM partnerships, supporting vehicle-to-grid (V2G) initiatives, and overseeing the development of long-term infrastructure assets. He has extensive experience working with utilities, regulators, financial institutions, and public and private stakeholders to deliver sustainable, high-performance infrastructure solutions.

Martínez began his career managing industrial and energy projects at Aker Solutions and Tetra Pak, where he gained expertise in project execution, procurement, quality management, and capital project delivery. His professional experience spans infrastructure strategy, asset lifecycle management, governance, risk management, and cross-border project execution.

He holds a Master of Science in Project Management (Oil & Gas Economics) from the University of Liverpool and a Bachelor of Science in Industrial Engineering from Louisiana State University. Fluent in English and Spanish, with working proficiency in Portuguese and Norwegian, Martínez is recognized for his expertise in energy transition infrastructure, strategic partnerships, and the deployment of scalable, future-ready mobility solutions.

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