

**For more info contact:  
Ryan Flaherty  
+1-952-920-7682  
ryan@smta.org**

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## **Keynote to Address Electric Vehicles at SMTA International**

**Minneapolis, MN** - The [SMTA](#) announced Electric Vehicle (EV) analyst and consultant, Loren McDonald, EVAdoption, will keynote the SMTA International Conference and Exposition on Wednesday, November 3, 2021 at 9:00am in the Minneapolis Convention Center in Minneapolis, MN, USA.

During his presentation titled, “Are You Ready for the EV Revolution?” Loren will describe how and when the electric vehicle transition is likely to occur and outline both key challenges and opportunities for manufacturers.

As CEO of EVAdoption, LLC, Loren McDonald leverages more than 30 years of experience to guide organizations that are trying to understand how the transition to electric vehicles will impact their business. His research and analysis have been cited in the New York Times, Washington Post, and USA Today and he is also a contributing writer to CleanTechnica.

In addition to the keynote presentation, McDonald will also participate in a round-table discussion on Wednesday, November 3 at 12pm.

Details are available online at <https://smta.org/mpage/smtai-keynote>

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*SMTA is an international network of professionals who build skills, share practical experience and develop solutions in Electronics Manufacturing (EM), including microsystems, emerging technologies, and related business operations.*