



Ron Lamberty

Senior Vice President

American Coalition for Ethanol

Ron Lamberty is Senior Vice President for the American Coalition for Ethanol. Ron spent the first 20 years of his career in the convenience store and petroleum wholesale distributing business, and has a long history as a marketer and supporter of ethanol. Lamberty provides logistical and marketing expertise to petroleum marketers who want to begin selling ethanol-enriched gasoline, as well as those who already sell ethanol and are trying to find a way to improve sales of the product. He also created the BYOethanol program along with the Renewable Fuels Association, several state corn grower groups, and the National Corn Growers Association, to promote the use of blender pumps by petroleum marketers in the U.S.

Ron was instrumental in providing a fueling station for the first E85 vehicles in South Dakota, and later opened the first retail E85 fueling site in the nation. He worked closely with ACE to establish several others during his years working in the petroleum business. He was also instrumental in one of the nation's first tests of soy diesel, providing fuel for the Sioux Falls Transit buses in 1993.

Ron joined ACE as Market Development Director in September of 2000, and was named Vice President in November of 2003 and Senior Vice President in June of 2011.

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