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Plenary Session Title

“Electrification brings performance improvements to rugged offroad machinery and paves the way to autonomy”

Abstract

You won't find two industries with a bigger impact on people than agriculture and construction. John Deere produces intelligent, connected machines and applications that are helping revolutionize these industries. In this keynote, Matt Potter will show how electrification technologies provide measurable advantages to the machinery used in these rugged performance environments and will demonstrate how electrification is an important building block to enable an autonomous future.

Keynote Biography

Mr. Matthew Potter

*Director of Robotics and Mobility Technologies
John Deere Intelligent Solutions Group*

Matthew Potter is the director of robotics and mobility technologies in the Intelligent Solutions Group at John Deere. His teams lead research, development, and deployment of power dense, ruggedized motor drives, power converters, and electric machines in support of vehicle programs throughout the Deere enterprise.

Throughout his career, he has worked in many advanced robotics technologies in the defense and mobility industries. He's developed products in stabilization, electric drives, robotics, and self-driving. In his over 10-year career with John Deere, Potter has led various teams that deliver products in satellite-enabled guidance, hybrid-electric drivetrain, machine learning, and computer vision. In his prior role, he served as Senior Director of Engineering at Blue River Technology, acquired by John Deere in 2017, and launched See & Spray Ultimate, a first-of-its-kind AI-based computer vision system for agriculture.

Matthew earned his bachelor's in mechanical engineering from the University of Nebraska, a master's in mechanical engineering from the University of Minnesota, and a master's in engineering management from the University of Wisconsin.