

SERES Executives

John Zhang - CEO



John Zhang is the CEO for SERES. John provides leadership, strategic direction, and business development to advance, design, and secure initiatives that drive company growth. Since 2015, he has served as Managing Director and President of the Beijing Chuangxin Capital Management Company. In this role, he drives initiatives that utilize emerging, and innovative technologies that improve system, and equipment productivity. John has a strong track record of building successful, high performing teams for international automotive companies. He holds a Bachelor of Arts in automotive management from Georgian College of Applied Arts and Technology and a Master of Business Administration from Southwestern University of Finance and Economics.

Jim Taylor - CEO, SERES Automotive



James Taylor, also known as Jim, is a Canadian-born automotive executive with decades of experience working for global automotive brands. After graduating from McMaster University with a degree in Mechanical Engineering and Business, Jim went on to become a Vehicle Line Executive for General Motors. From 1995 to 2005, he was responsible for the development of GM's new Sigma Rear Wheel Drive platform, used in the Cadillac CTS, SRX crossover and STS vehicles. In 2005, Jim became the President, General Manager and Chief Marketing Officer of GM's flagship luxury brand Cadillac. During his tenure, Jim was responsible for the brand's successful renaissance and launched several new products to market. In 2008, Jim became the CEO of Hummer, one of GM's most well-known and unique brands. While serving as CEO, he led the establishment of Hummer as an independent business. Following Hummer, Jim shifted his focus to the emerging new energy vehicle business and assumed the role of CEO and board member at the EV technology start-up Workhorse Group in 2010. In his role, Jim was responsible for raising capital investments and pivoted the company's focus from the electrification of cars and SUVs to medium duty commercial trucks. In 2015, Jim joined Karma Automotive. As the Chief Sales and Marketing Officer at Karma, he established the company's brand and market positioning and built a successful network for sales, service and distribution focused on providing a world-class customer experience. Jim joined SERES Automotive as CEO in May 2019 and is responsible for vehicle development, manufacturing and partnerships in the North American market.

Yifan Tang - Chief Technology Officer



Yifan Tang is the Chief Technology Officer at SERES, overseeing global teams working on technology development and product engineering. As the General Manager of the R&D Center at SERES and Managing Director of SERES Japan, he is responsible for the development of electric powertrains, battery technology and intelligent driving vehicles. Prior to joining SERES, he led the development of electric powertrains and electric vehicles or aircrafts at Tesla, Lucid Motors and Facebook. He has also held roles at IBM and Trimble Navigation in Silicon Valley. Yifan's technical background includes power electronics, battery systems, electric machines, embedded control and artificial intelligence. He holds a Ph.D. in Electrical Engineering from The Ohio State University.

Jim Finn - Chief Production Officer



Jim Finn is the Chief Production Officer at SERES overseeing the company's assembly facilities in the United States and China. Jim is a seasoned international executive with more than 25 years of relevant experience in the automotive and new energy industries in the United States, Europe, and China. Prior to joining SERES, he led the production network connecting all Volkswagen assembly plants in China while overseeing new vehicle and capacity expansion projects for VW Group China, including new energy vehicles. Jim also served as the lead for Chrysler's manufacturing organization in Asia, and helped expand the new energy company, United Solar Ovonix, into the China market.

Zak Edson - VP Product Management, Marketing & Sales



Zak Edson is the VP of Product Management, Marketing, and Sales at SERES where he oversees key elements of product design, manufacturing, and distribution. Having previously held directorships with Lucid Motors and Tesla Motors, he brings extensive experience and keen understanding of the electric vehicle and automotive industries to SERES. Zak ensures that SF Motors' designs live up to our brand principles of innovation, safety, and performance, and responsible for bringing intelligent electric vehicles to market. He holds a Bachelor of Science in Business Administration from Pepperdine University.