



MARISSA CAMPBELL

CO-FOUNDER & HEAD OF
COMMERCIAL, MITRA EV

Marissa Campbell is a Co-Founder and Head of Commercial at Mitra EV, where she's leading the charge to electrify the fleets that power Main Street America. With a career rooted in building transformative partnerships and launching market-defining strategies, Marissa brings over two decades of experience in transportation and innovation. She's spent years helping the businesses we depend on—plumbers, electricians, disaster restoration crews, and more—gain access to the same tools and technology that Fortune 500 companies often take for granted.

At the helm of Mitra's commercial strategy, Marissa is focused on scaling a new model that aligns fleet electrification with infrastructure deployment and community impact. Known for blending strategic clarity with intuitive leadership, she's a passionate storyteller, a relentless advocate for small businesses, and—perhaps most importantly—she's Bob's human (Bob being her GM BrightDrop and road trip sidekick).