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Greg Potter is the CTO of the Equipment and Tool Institute (ETI). He has over 34 years' in the automotive service tool industry and is active in numerous SAE and ISO standards committees. Greg has worked with ETI since 1995. Greg has held numerous positions within ETI including 9 years on the Board of Directors, President from 2004–06, Technical Manager 1994–97, Scan Tool Group Chair 2010–14. He holds a Masters Degree in Business Administration, Bachelors in Electrical Engineering and an A.Aps in Mechanical Engineering Technology.

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