

# WCX LEADERSHIP SUMMIT

LOCATED IN THE EXCHANGE  
EXHIBIT HALL



TIME	TUESDAY, APRIL 10	WEDNESDAY, APRIL 11	THURSDAY, APRIL 12
9:00 a.m.	<p><b>Connected Car to Connected World – The Road to Monetization</b></p> <p>Yesterday it was all about the connected car and in a blink of the eye we are now witnessing connected car technologies needed to embrace and communicate with the world around them. While this new trend from “Connected Car” to a “Connected World” opens up a vast new landscape of opportunities for the entire ecosystem and supply chain there are also many challenges that will need to be explored or overcome. Will the ecosystem be able to provide solutions and services fast enough to enable seamless and secure communicate with other vehicles, smart cities infrastructures, cloud services and other IoT enabled nodes in the network? If so, how will these companies be able to monetize their technology investments within a Connected World and is their current business models going to be able to compete effectively against all the disruptor innovations that emerge as a part of overcoming the challenges ahead? And is their current business models going to be able to compete effectively against all the disruptor innovations that emerge as a part of overcoming the challenges ahead?</p> <p><b>Moderator:</b> Roger C. Lanctot, Automotive Connected Mobility <b>Panelists:</b> Andrew Till, Harman Connected Services Paul Pebbles, Maven Patrick Leteinturier, Infineon Technologies AG William Bone, Aras Corp. Peter Brown, Wind River Andreas Hecht, CCC</p> <p>Developed in Collaboration with <b>CONNECT2CAR</b></p>	<p><b>Creating Smart Cities for the Citizens, Not as Technological Playgrounds</b></p> <p>As engineers, we often create technology solutions and seek a problem to solve. Smart Cities requires a new way of thinking - finding out the problems, prioritizing them, then adapting technology or inventing technology to solve them. This is further compounded because it impacts the lives of the citizens for a long time as cities invest for 25 - 50 years. Deeply thinking about ROI and amount of investment is critical. This panel is comprised of members from the public and private sector to talk about the impact of exponential technological growth, policy, legislation, data privacy and all aspects of smart city implementation. Lessons learned will be shared to better understand what is needed as we face an aging and fast growing population including urban densification.</p> <p><b>Moderator:</b> Carla Bailo, Center for Automotive Research <b>Panelists:</b> Thomas Bauer, Traffic Technology Services Tina Quigley, Regional Transportation Commission of Southern Nevada Chris Baker, Keolis North America Karina Ricks, Pittsburgh's Department of Mobility and Infrastructure Rachel Han, OpenDataSoft Ken DiPrima, AT&amp;T Internet of Things Solutions</p> <p>Developed in Collaboration with <b>CONNECT2CAR</b></p>	<p><b>Not Dead Yet—The Ever Evolving ICE Powertrain</b></p> <p>At a time when the promise of self-driving, electric vehicles seems to dominate headlines, a significant portion of the industry's product development, R&amp;D and manufacturing engineering remains linked to the ICE and its Transmission and Driveline. ICE-based powertrains continue to evolve thanks to technology advances making them more efficient, cost competitive, cleaner and better performing. Additionally, they remain vital to future hybrid-electric propulsion. Come hear and engage with leading global powertrain executives as they address next steps for the ICE powertrain--from e-boosters to digital valvetrains to powerful new combustion-control strategies and mild hybridization. This “meshes” with parallel advances on the Transmission/Driveline side, including increasing number of gears, DCT's, CVT's and AMT's.</p> <p><b>Moderator:</b> Lindsay Brooke, SAE International <b>Panelists:</b> Dan Nicholson, General Motors Co. Dave Filipe, Ford Motor Co. Tomonori Niizato, Honda R&amp;D Co., Ltd. Jeff Lux, FCA Group Dr. John Heywood, MIT</p>
10:20 a.m.	<b>BREAK</b>		
10:40 a.m.	<p><b>A Culture of Innovation: Disrupt or be Disrupted</b></p> <p>The global landscape is changing rapidly. New players, new markets, and new technologies are disrupting the status quo faster than ever before. What are the implications of this complexity, uncertainty and volatility on industry, existing and traditional manufacturing, retail and industrial? Can established companies survive and thrive by taking advantage of the incredible new opportunities that this disruption is creating, by substantive and scalable innovative, or is a broader cultural transformation needed? Come hear thought leaders discuss changes needed for them to be successful.</p> <p><b>Moderator:</b> Viv Goldstein, Formerly of GE <b>Panelists:</b> Jeff DeGraff, University of Michigan Jon Medved, OurCrowd Tim Noonan, NICE Glass Anya Babbitt, SPLT Jim Fish, New Hammer</p>	<p><b>Shared Mobility: 365 Days Later</b></p> <p>What has changed since WCX17? Mobility service providers are still looking to transforming the transportation industry. Consumers are using these services at a greater and greater rate. Everyone is looking at the automated vehicle and what it will do to create an evolution for this economy. Leaders of this transformation discuss consumer acceptance to leverage untapped capacity, new business models of shared mobility and how advance automated technologies will shape the future of a shared approach to vehicle ownership and usage.</p> <p><b>Moderator:</b> Brian Wolf, Ford Motor Co. <b>Panelists:</b> Robert Grant, Lyft Melody Lee, Book by Cadillac Anya Babbitt, SPLT Arthur Kipferler, Berylls Strategy Advisors Ltd.</p>	<p><b>Critical Challenges Facing CTO and Technical Executives</b></p> <p>One of the biggest challenges facing CTOs and Technical Executives is that they need to have one foot in the development of future mobility technology such as powertrain, autonomous and Smart Cities while having the other foot in advancing current technologies such as Internal Combustion Engines, ADAS and Connected Cars. This Roundtable will bring together executives to talk about what will the product development process look in the future, the effects of personal computing and software worlds colliding with the automotive world, and how to balance technology portfolio to meet customers' current needs and predict their future ones</p> <p><b>Moderator:</b> Jeff Gilbert WWJ <b>Panelists:</b> Robie Samantha Roy, Lockheed Martin Corporation Karthikeyan Natarajan, Tech Mahindra Limited Dr. Phil Stephenson, PACCAR Inc. Dr. Tim Gutheit, Infineon Technologies AG Dr. Ken Washington, Ford Motor Co.</p>

The links between business and technology is the focus of conversations in this unique venue were the audience and executives interact. The Leadership Summit has created specialized roundtables that address the critical issues of advance technology and their impact on the mobility ecosystem and how that is driving current and future of decision-making.

Come hear executives talk on the business of technology.

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