

## **Automotive Industry Leader to Speak at Mobility.Pioneers**

*Interview: Dr Eileen Mandir talks OEM Business Models*

**Vienna, 14.12.2017 - Having scaled urban mobility startup moovel and worked in various leadership roles in the automotive industry, Dr Eileen Mandir is now coaching corporates on their own innovation strategies. And she'll be joining our 'Future OEM Business Models' panel discussion at Mobility.Pioneers in Munich on February 8<sup>th</sup>!**

While Pioneers events are packed with corporates and startups looking to collaborate, it's good for both sides to get an outsider's perspective. And that's where Dr Mandir comes in, having worked in both the startup and corporate innovation world and now using her experience as a consultant.

Already confirmed to join Dr Mandir on stage is Marcus Spickermann, Head of Growth and CFO at Volvo Cars Mobility. And, after our exclusive interview with Dr Mandir, we know she'll tell it like it is when it comes to best innovation practice and the future of automotive.

"The tricky part about OEMs is that they were so specialised," she told us. "It could be that OEMs will become B2B industry partners. So it's important that they not only invest in digital services and skills but also learn to build partnerships in a complex market and competitive landscape."

While Mandir won't predict dates for a switch to an autonomous mobility landscape, she believes that when adoption comes, it will happen fast.

"I think the public perception of how safe self-driving cars are could at some point in the future shift quickly. If people get used to seeing driverless vehicles and they show good stats when it comes to accidents and mileage, there could be a scenario where a single trigger-event could lead to a ban of human-driven vehicles.



“One example might be a fatal child accident caused by a drunk driver in front of a primary school. I think the perception of what should be allowed could change as radically and fast as banning smoking from restaurants.”

With all this change coming up, corporates need to make sure they're a step ahead of the game. Coming to Mobility.Pioneers and meeting startups is a good place to begin, but they'll need to partner with the right ones, too. And Mandir says they have to overcome some traditional problems in this area.

“One problem is that the innovation experts are not the ones in the room choosing. Often it's finance people, sometimes it's legal people. Those people are among a company's most brilliant people for quick analytical assessments. But they're looking for risk, seeing it everywhere, and their role is to minimize it!”

“But with innovation, of course, the higher the risk, the higher the potential gain. You're looking at a lunatic idea. So I do think you need more interdisciplinary people on the board, and people from different levels.”

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#### Note to the Editors

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