

Jack Pokrzywa, SAE International

As Director of SAE Ground Vehicle Standards, Jack is responsible for new business development, international standards harmonization, and liaison with other standards development organizations.

Before joining SAE, Jack was a Manager at the Automotive Industry Action Group, where he managed engineering projects for automotive OEMs and major suppliers.

Daniel Austin, Paypal

Daniel is Principal Architect and Member of the Technical Staff at Paypal, where he is focused on large-scale payment systems. Previously, he has worked for organizations such as CERN, NASA, W3C, Sun, and Yahoo! in pursuit of making the Internet faster and smarter.

Egbert Fritzsche, German Association of the Automotive Industry (VDA)

Egbert is both the Head of the Standardization Department of VDA and Managing Director of the Automotive Standards Committee at the German National Standards Organization (DIN). One of his main focuses has been the standardization of automotive electronics and for E-Mobility. In the past he has worked for the Central Research Institute for Transportation in Berlin and has been involved in several European research projects for combined transport systems.

Hakan Kostepen, Panasonic Automotive Systems

Hakan is an Executive Director of Product Planning Strategy & Innovation at Panasonic Automotive Systems. He is responsible for in-car integration and development of all Panasonic technologies and products, working to optimize the “in-car user experience” for automotive OEM customers and end consumers.

Previously, Hakan has worked with the Ford Motor Company, Visteon, EDS, and the US Air Force. He was also responsible for the Jaguar S-Type Voice Recognition Infotainment System and the European Ford Focus Telematics application with Vodafone.

Matthias Klauda, Bosch

Matthias is responsible for Bosch's Automotive Systems Integration Corporate Department. He is in charge of cross-domain technologies and projects within Bosch's Automotive Division. He has been in his current role since 2010.

Matthias has worked with Bosch since 1994, holding various positions. In 2003, he took over responsibility for the Bosch Research and Technology Center North America. From 2005 through 2010 he was President and CEO of ETAS GmbH, a globally leading supplier of development and diagnostic tool solutions for automotive embedded software.

Pascal Pediroda, Atos

Pascal has worked with Atos since 2008, and currently leads the Connected Vehicle offering of this international information technology services company.

He has 15 years of experience in software innovation, has worked on connected homes, connected trains and GPS applications — developing LBS solutions, notably in eHealth — and has developed many new concepts around “Smart” mobility.

Peter Dutrieux, DEKRA

Peter is Global Account Manager for Traffic & Mobility at DEKRA, responsible for activities related to electrical and hybrid vehicles, electrical sub assemblies, conductive charging systems, traffic management systems, parking systems and EMC-automotive.

Peter has been working in the field of certification since 1989; since 1996, his main focus has been automotive certification.

He has been active in several groups and commissions aiming to establish a safe electrical environment inside the car industry.

Roger Lanctot, Strategy Analytics

Roger is an Associate Director in the Global Automotive Practice at Strategy Analytics, defining future trends in automotive safety, powertrain, and infotainment systems. Since joining the company three years ago, he has contributed to extending its existing connected vehicle industry thought leadership.

Roger draws on 25 years’ experience in the technology industry as an analyst, journalist and consultant. Roger has conducted and participated in major industry studies, created new research products and services, and advised clients on strategy and competitive issues.

Yoram Berholtz, Red Bend Software

Yoram is the Director of Market Adoption at Red Bend Software, the market leader in Mobile Software Management. He is responsible for working with mobile operators and device manufacturers to help them increase and improve their usage of over-the-air software updating. In addition, he has responsibility for developing partnerships and go-to-market strategies in the Automotive and Connected Device markets, and oversees the Red Bend Certified™ Interoperability program.

Yoram has experience in engineering, product management and partner management with an emphasis on mobile communications technologies, having worked at Motorola, Pelephone, ECI Telecom, Schema, Intel and Marvell.

Russ Shields, Ygomi

Russ is Chair of Ygomi, which builds and operates companies that deliver innovative software and services for essential business needs.

He is a Board Member of the ITS World Congress, was a founding Board Member of ITS America, is a former chair of the TRB Communications Committee , and former Convener of ISO/TC 204/WG 16. He is now Chair of the ITU organized Collaboration on ITS Communications Standards.

Danny Shapiro, NVIDIA

Danny Shapiro is Director of NVIDIA's Automotive Business Unit, focusing on solutions that enable faster and better design of automobiles, as well as in-vehicle solutions for infotainment, navigation, digital instrument clusters and advanced driver assistance systems. Most recently, Danny was the Director of Marketing for NVIDIA's Quadro line of professional graphics solutions for automotive design and styling applications. He is a 25-year veteran of the computer graphics and semiconductor industries.

Prior to NVIDIA, he served in marketing, business development and engineering roles at ATI, 3Dlabs, Silicon Graphics and Digital Equipment. Danny earned a BSE in Electrical Engineering and Computer Science from Princeton University and an MBA from the Haas School of Business at UC Berkeley. He lives in Northern California where his home solar system charges his electric car.

Mathias Coinchon, European Broadcasting Union

Mathias Coinchon is a Senior Project Manager at EBU Media Technology & Innovation department. Among other things, he coordinates the activities on the future of radio and organises the radio week and summit.

Mathias is also vice-chairman of WorldDMB TC, secretary of RadioDNS (hybrid radio) and follow IMDA and DRM consortium activities.

He has an M.Sc. degree in communication systems engineering from EPFL, Switzerland, and the Eurecom Institute in France. He developed his diploma thesis at BBC R&D on Digital Radio Mondiale.

Before joining the EBU, Mathias worked for the Swiss broadcasting corporation (SRG-SSR/RSR) on networks and the re-launch of Digital Radio in Switzerland. In his spare time, he is involved in helping community radio stations and runs a website on open SDR techniques for Digital Radio (opendigitalradio.org).

Joakim Pauli, Volvo Group Trucks Technology

Joakim Pauli is Technical Specialist at Powertrain Engineering division of Volvo Group Trucks Technology (former Volvo Powertrain) and has worked with ISO standardization since 2000. He worked 2000-2007 at the Powertrain department at Volvo Car Corporation and switch jobs to Volvo Powertrain (for heavy duty vehicles) in 2007. He joined ISO TC22/SC03/WG1/TF5 in beginning of 2001 and ISO TC22/SC03/WG in 2003. He is also the convenor of SIS TK240/AG1 and a member of

SAE Vehicle E/E System Diagnostics Standards Committee. Joakim has worked with diagnostics for more than 15 years.

Joakim is working in Systems Engineering at Powertrain division and is responsible for diagnostics, diagnostic communication protocols and is working with diagnostic strategies.

The tasks at the Volvo Car Corporation included responsibility for diagnostic communication protocols for the powertrain division and also as a project leader for the diagnostic part of the engine control module in the XC90 V8 application, which was one of the first applications in the world using ISO 14229-1 Unified Diagnostic Services.

Julien Masson, Parrot SA

Julien Masson is the Regional OEM Business Manager Europe at Parrot S.A.

He has extensive experience in the European Automotive [Infotainment](#) Industry: after two years of Engineering at Clarion, a Radio-Navigation Tier1 Automotive supplier, he worked with Nissan Europe Marketing and Product Planning for five years, defining cross-car-line audio, telephony, and navigation strategies in cooperation with the Renault Product Planning and e-Vehicle departments. He also worked with Nissan's telematics division in Japan, studying potential rollout of Carwings Telematics services in other regions.

Before joining Parrot S.A., Julien was in charge of Business Development Europe for Connexis, a Telematics Service Provider (TSP) enabling innovative connected services for vehicle manufacturers.

Julien holds a degree in engineering, with a specialization in electrical engineering and telecommunications, from ENSI de Caen (France).