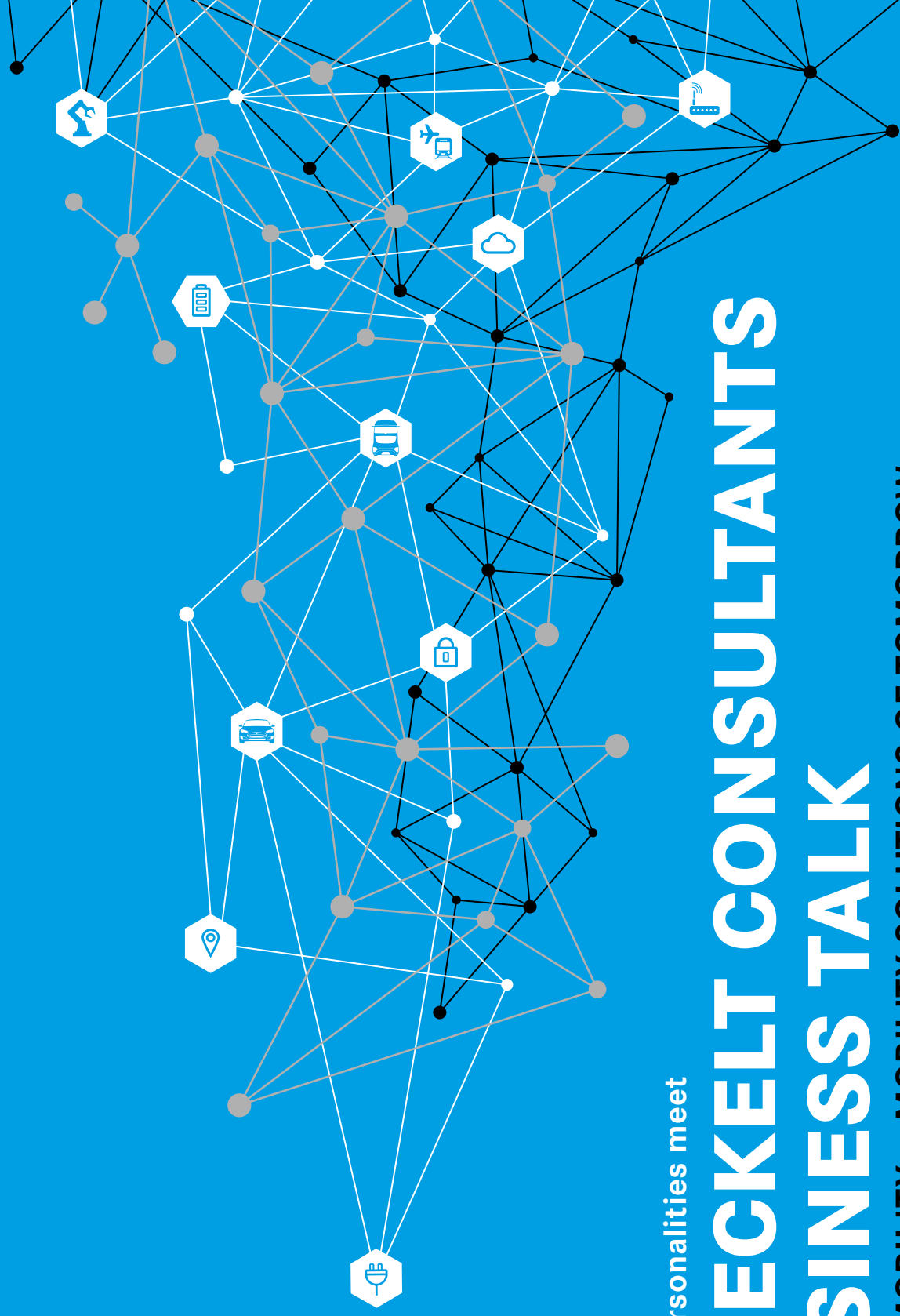


2019



where personalities meet

# 12. ECKELT CONSULTANTS BUSINESS TALK

SMART MOBILITY – MOBILITY SOLUTIONS OF TOMORROW





# Ikone mit E.



## Der ID. BUZZ.\* Eine neue Ära der Mobilität.

Er ist der erste vollelektrische Bus von Volkswagen Nutzfahrzeuge.  
Und schon heute unser Start in die Zukunft. Kommen Sie mit? Platz ist genug.



Nutzfahrzeuge

\*Der ID. BUZZ ist in einem Konzeptstand und wird noch nicht zum Verkauf angeboten.

## EDITORIAL

Thursday, July 4, 2019, Kursaal Bad Cannstatt, Stuttgart



### SMART MOBILITY MOBILITY SOLUTIONS OF TOMORROW

Dear readers,

The automotive industry is undergoing a dramatic transformation. The mega trends of sustainability, urbanization, individualization and digitalization require and allow both technological and social innovations in mobility, and on a large scale.

The 12th Eckelt Consultants Business Talk was dominated by the commercial vehicle industry and the challenges that this industry is facing: What will goods transport look like in the near and distant future? What are the intelligent mobility concepts in the commercial vehicle sector, which take into account the continually growing requirements for climate protection, flexibility and costs? What framework conditions must companies create so that the digital company transformation succeeds?

In their keynote speeches, the panelists looked at new mobility options in the commercial vehicle sector, framework conditions for clean, effective, safe, and affordable mobility and organizational and cultural requirements, that are needed for a successful company transformation. Any outstanding questions were controversially discussed with the audience in the subsequent panel debate.

There could not have been a more fitting place, for the discussion of these fundamental questions on the future of mobility: In the

immediate vicinity of the "Daimler greenhouse" in Bad Cannstatt, where the pioneers Gottlieb Daimler and Wilhelm Maybach invented the motorization of the automobile 130 years ago, and significantly contributed to modern mobility.

I am delighted that my guests received this exclusive industry forum and networking event enthusiastically, and enjoyed it, even in its 12th year. The texts and images on the following pages give you an impression of the intensive exchange of ideas on this evening. I was delighted to see every single one of my guests, and am eagerly anticipating the event in 2020.

With warmest greetings

Dr. Wolfgang K. Eckelt

Managing Partner, Eckelt Consultants GmbH  
Publisher of the Top Company Guide





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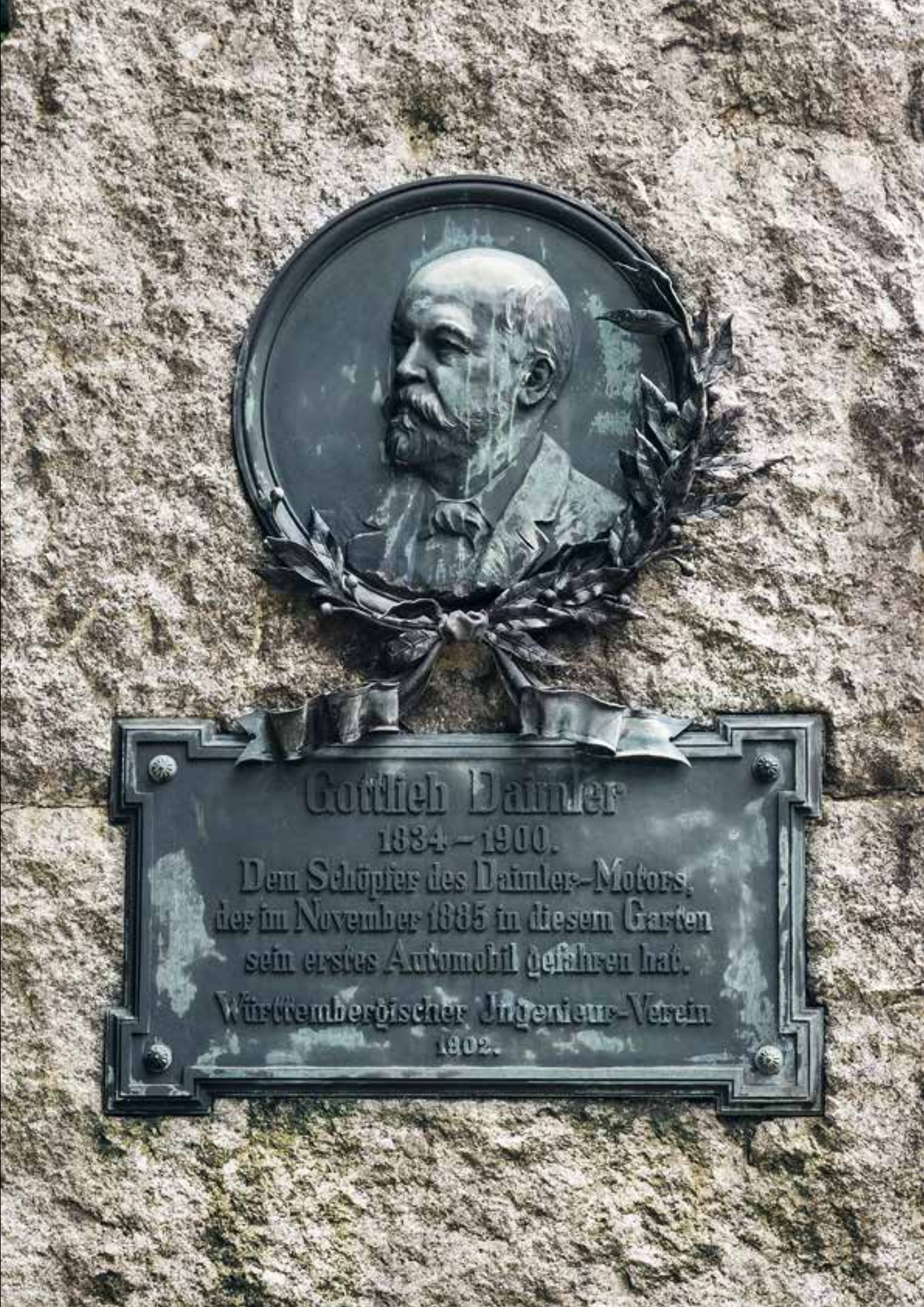
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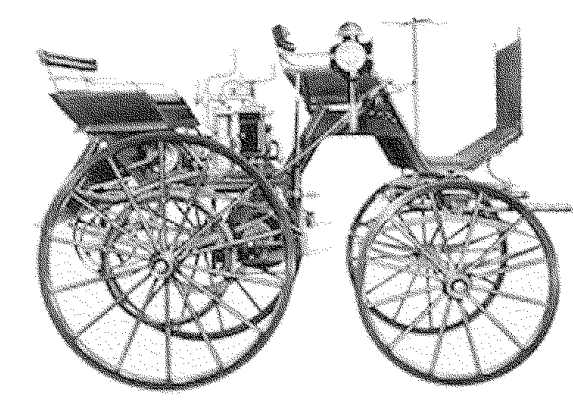
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# THE BEST OR NOTHING AT ALL

Follow in the footsteps of Gottlieb Daimler in a tour of Daimler's test workshop

Once again this year, the spa park Bad Cannstatt showed its best side to around 200 international guests with sunny summer weather. This time the horseman statue of King William I of Württemberg formed the center point of a presentation of commercial vehicles from Daimler AG and Volkswagen Commercial Vehicles.

After Dr. Eckelt welcomed the guests, the first group was led through the spa park to Gottlieb Daimler's greenhouse a few minutes away. Today, the Gottlieb Daimler memorial site is set up in his secret workshop, with historical exhibits. These were presented to the specialist audience

in an entertaining and interesting tour, and with astonishing insights into the life of Gottlieb Daimler.

**Where the future began over 100 years ago**  
The visionary Gottlieb Daimler began a gunsmith apprenticeship in 1848, was then sent to Paris to learn something about locomotive construction, and came back to the Polytechnic in Stuttgart to complete a degree in mechanical engineering. That is where his particular interest in drive systems was awakened, and he developed his vision, which an expert at the museum recited to those present word for word: "I want to be in possession of an engine







that is always ready to work, does not need a time delay to prepare, and can be operated without excessive costs.”

**The vision becomes a problem**

Ambitious and motivated, Gottlieb Daimler wanted to completely dedicate himself to the development of a high speed and lightweight petrol engine, yet this led to conflicts with his employers, who (of course) insisted that as an engineer, Daimler developed their own products. So he felt misunderstood and restricted, and that often led to frictions. Therefore, we must understand Gottlieb Daimler as a strong-willed person “who had a great deal of aggravation in his life.”

When he moved to the famous Deutz gas engine factory in 1872, he said that he was on a good path to meet like-minded visionaries here. There he developed the innovative 4-cylinder gas engine together with Nikolaus Otto in 1872. However, this did not in any way meet the expectations of Daimler, because it was neither high speed nor lightweight. So, in 1882, this resulted in a split again. Yet Daimler retained a high stake in the very successful Deutz gas engine factory. This “settlement” allowed him to buy a villa, as befits a successful man of his standing, with a greenhouse, which he immediately envisaged as a test workshop.

**Daimler and Benz – two different approaches**

Today the name Daimler is always linked to the keyword “car”, yet a look at his beginnings show that Gottfried Daimler should be considered a pioneer of motorization in general. His vision was mobility on land, water and in the air. It was always about constructing the most compact engine possible, that could be built into all means of transport. So, Daimler invented the motorbike, the so-called riding car, almost as a by-product:







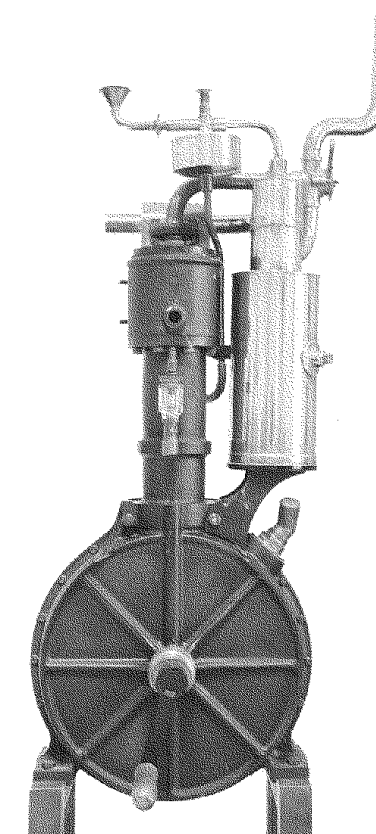
As the first test vehicle for his engine, he used a walking frame that he motorized. In addition, Daimler's drive systems were also built into a boat and an air ship very early on.

At the same time, in Mannheim, Carl Benz was working on manufacturing an "automobile", i.e. a vehicle that could drive autonomously. That is why Benz chose a three wheeler that could be steered easily. Daimler built his engine into a coach, whose steering was very spartan. An extremely interesting moment in history, where two men, who had never met, transformed a similar vision into reality – and still have a "common cause" even today.

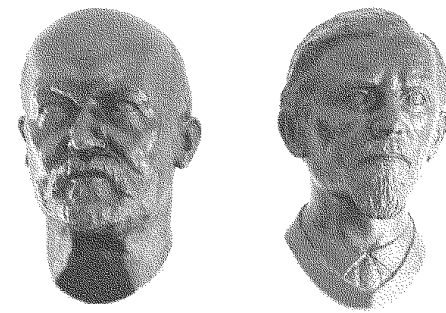
#### **The end goal: The best or nothing at all.**

From the glazed porch of the greenhouse, the guests now move to the annex, where the work bench and original tools of the inventors Daimler and Maybach are exhibited: "Technology, but not as you know it, too unique to imagine, but obviously very successful." The old boards creak and then it's on to a more detailed explanation of the exhibits.

Everyone present is impressed by the fact that components accurate to a hundredth were produced with such simple devices, for the high speed petrol engine that still works even today. The important part of the engine is the hot-tube ignition, which is ultimately comparable to today's diesel engine. Here, a type of Bunsen burner makes a carbide stone glow "cherry red" as it is called in the patent, and the mixture of petrol and air is ignited by this. In the best case when all the parameters are right. And it required immense stamina, time and nocturnal efforts to get to that point.







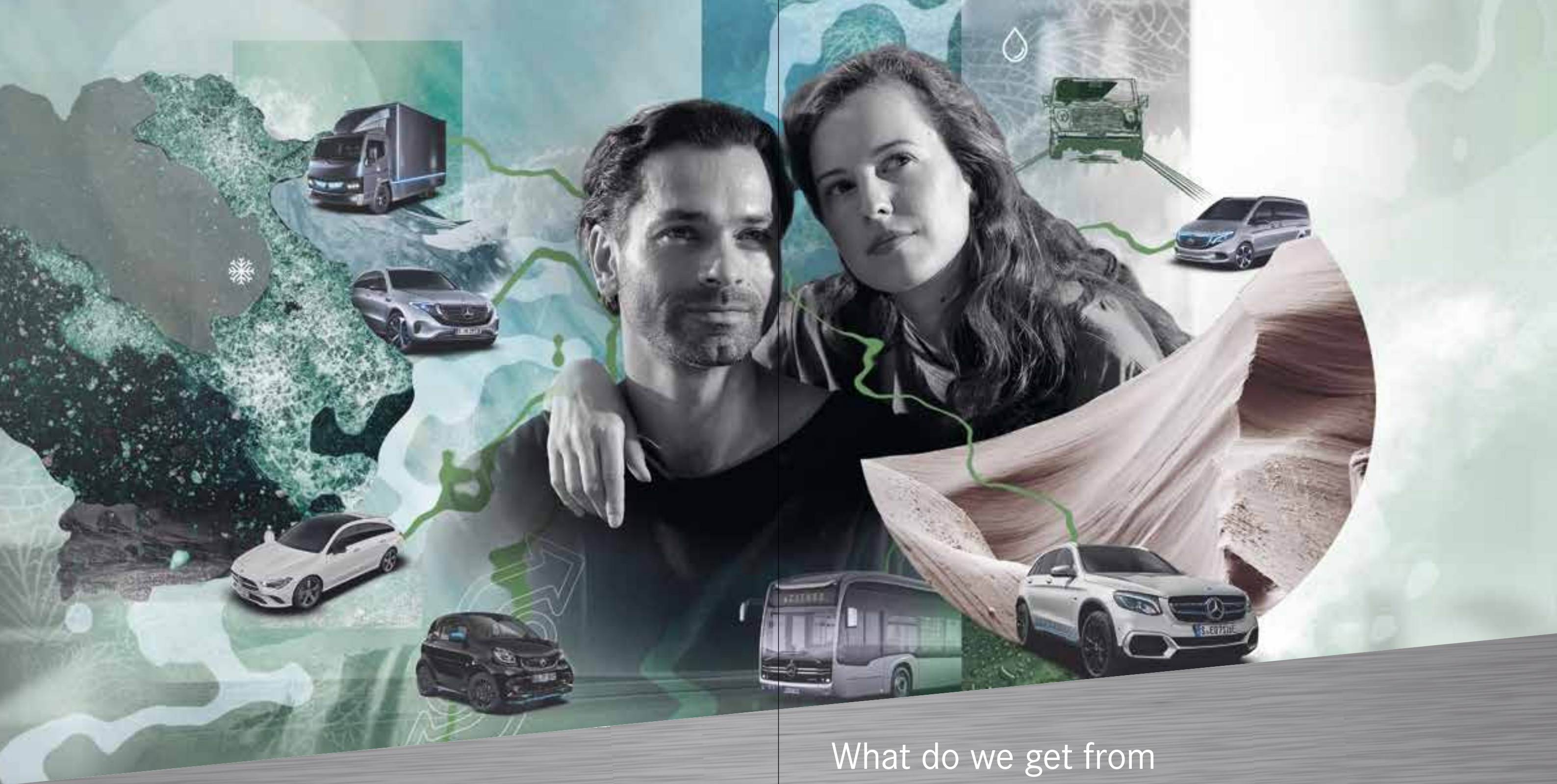
Daimler looked long and hard for the right material for the hot-tube, which would be low wearing and durable. Daimler found only platinum to be suitable, and wrote the following in his notes about this result: "The end goal: The best or nothing at all."

At the end of the tour, the historical meaning of this simple greenhouse is highlighted, where plants were meant to overwinter. The pioneering spirit was at work here – at the same time as the acts of Carl Benz – implementing the "start of what we are all living on today."

The spark was literally lit, and even on the sunny way down to the entertainment hall, the guests were still talking about the simplicity of the conditions, that would be almost inconceivable today, and the impressive inner strengths of the engineers Daimler and Maybach.







## What do we get from all this variety?

More than you might think! At Daimler, the focus is not just on vehicles but on mobility. So everyone can find something that meets their needs. No matter when, no matter where and no matter in what form - we have the right solution for everyone. So that everyone can move forward anywhere and at any time.



# EXPERTS 2019

A brief introduction

## BERNHARD MATTES

President of the German Association of the Automotive Industry (VDA)



Bernhard Mattes, born in 1956 in Wolfsburg, studied economic sciences at the University of Hohenheim.

As a business graduate he began his professional career at BMW AG in 1982. He took on various sales roles here until 1999. Then, Mattes moved to Ford-Werke AG as Chairman of Sales and Marketing.

From 2002 to 2016, he was Chairman of the Board of Ford-Werke GmbH, and also Vice President of the European Ford Customer Service Division since 2006.

Since January 1, 2017, he has been a member of the supervisory board of Ford-Werke GmbH, and the Presidential Council of DEKRA e. V. From June 2013 to April 2018, Mattes was President of the American Chamber of Commerce in Germany. Since, March 1, 2018, Bernhard Mattes has been President of the German Association of the Automobile Industry.

## MARTIN DAUM

Member of the Board of Management of Daimler AG, Daimler Trucks & Buses



After graduating with a Master's Degree in Economic Studies from the University of Mannheim, he started working as Management Consultant. His career with Daimler began in 1987. After several management positions in sales, marketing and controlling – in Germany and the United States – he became Member of the Executive Committee of Mercedes-Benz Trucks in Europe in 2002.

First responsible for controlling, he took over additional responsibility as Head of the Unimog & Special Vehicle Division in 2003. In 2006 he became Senior Vice President of Production for Mercedes-Benz Trucks. In 2009, Martin Daum was appointed President and CEO of Daimler Trucks North America and its affiliated companies.

Since March 2017, Martin Daum has been in his current function as Member of the Board of Management of Daimler AG, responsible for Daimler Trucks and Buses.

## DR. STEFAN HARTUNG

Member of the Board of Management, Robert Bosch GmbH



Dr. Stefan Hartung has been a member of the board of management of Robert Bosch GmbH since January 2013. Since January 2019, he has been chairman of the Mobility Solutions business sector, and responsible for the Powertrain Solutions and Electrical Drives divisions. Prior to this, he was responsible for the Energy and Building Technology as well as the Industrial Technology business sectors, in addition to the Bosch Connected Industry business unit.

Born in Dortmund in 1966, Stefan Hartung is married and has two children. He studied mechanical engineering, specializing in manufacturing technology, at RWTH Aachen, where he also submitted his PhD on quality management methods in 1993.

He joined Bosch und Siemens Hausgeräte GmbH in Munich in 2004. Before that, he worked for the Fraunhofer Society and the management consultants McKinsey & Company in Düsseldorf.

## ANISH K. TANEJA

President Michelin Europe North, Michelin Reifenwerke AG & Co. KGaA



Anish K. Taneja, born in 1978 in Langen, has been President, Michelin Europe North, since January 1, 2018 and is therefore responsible for all activities of the Michelin Group in this region.

Taneja studied International Management at Copenhagen Business School and completed his international business and management studies in Stuttgart and London. From 2000 to 2005 he gained his first management experience in various positions at home and abroad at Deutsche Lufthansa AG. He then worked for Enterprise Autovermietung GmbH, most recently as Corporate Account Manager Germany. In 2007, Taneja joined the Europcar Group as Key Account Manager in Hamburg. He then took up a managerial position with the Sixt Group in Pullach and most recently, as Sales Director, was responsible for the sales of all Group products. Taneja began his career with Michelin in August 2013 as Commercial Vehicle Tyres Sales Director for the former DACH region. There he subsequently became Managing Director and Director of Sales in May 2015.

## PROF. THOMAS EDIG

Director of Human Resources, Volkswagen Nutzfahrzeuge



After completion of his degree at the Baden-Württemberg Cooperative State University in Karlsruhe, as a qualified economist in 1986, Thomas Edig worked in various management functions at Alcatel SEL AG in Stuttgart for 12 years.

In 1998, he took on the role of Director of Human Resources and Labor Director of Alcatel SEL AG. In 2002, this was followed by the move to Paris. He became a member of the group board of Alcatel S.A. In 2007, he moved back to Stuttgart. Thomas Edig became Director of Human Resources and Labor Director of Porsche AG. From 2009 to 2015 he was also Vice Chairman of the Board of Porsche AG. Since October 2015, he has been a member of the brand management board in Hanover, at Volkswagen Commercial Vehicles in Hanover, responsible for the Human Resources department.

He lectures at the main campus of the Baden-Württemberg Cooperative State University, as a visiting lecturer for corporate strategy, leadership and personnel management.

## DR. WOLFGANG K. ECKELT

MBA, Managing Partner, Eckelt Consultants GmbH, host and presenter



After consultancy roles with various executive search firms, he founded his own human resources consultancy company in Stuttgart in 1999. The company focused on the recruitment of specialists and managers in the technology sectors of automotive, electronics and electrical, mechanical and plant engineering, and is today considered a top partner for executive recruitment within these industries.

Since 2004, Dr. Wolfgang K. Eckelt has also acted as the publisher of the business magazine "Top Career Guide Automotive" (2004 - 2017), and "Top Company Guide" since 2018, the standard work for automobile innovation and competence within the Automotive Community.

Every year, the "who's who" of the industry come together at the annual Eckelt Consultants Business Talk in Stuttgart. With his insider knowledge of HR topics and top career strategies, he is a sought-after author and conference speaker.







# SUMMARY

Commercial vehicle industry in focus: A sector with significant influence on sustainable mobility solutions.  
Restructuring of organization, culture and leadership approaches.



The public discussion on the mobility of the future and the protection of the environment, which also includes climate change, has so far primarily concentrated on the role of passenger cars. At the 12th Eckelt Consultants Business Talk this year, the focus was on the commercial vehicle industry, as this sector has a significant influence on sustainable mobility solutions. In addition, legal restrictions now also pose a challenge for the commercial vehicle industry: Because, what is already prescribed in strict CO<sub>2</sub> regulations for the passenger car industry, will in future also be expected from the commercial vehicle industry.

However, smart mobility solutions not only require technological answers from the automotive industry, but also force the companies to restructure organization, culture and leadership approaches. "Because innovations and a successful company transformation requires people!" says host Dr. Wolfgang K. Eckelt in his opening statement. Only when the staff are included in this change process, can the transformation be successful in the long term.

As the first speaker, VDA President Bernhard Mattes gave an overview of the current challenges facing the commercial vehicle industry, in his keynote speech. Digitalization, networking, automatic driving and alternative drive systems are the innovation drivers that will oc-

***50 percent of registered patents for autonomous driving come from Germany. We have the knowledge for the technological solutions. However, intelligent technology also requires an intelligent infrastructure.***

Bernhard Mattes, President of the German Association of the Automotive Industry (VDA)

cupy the industry in future. "Therefore, completely new opportunities open up, to make transport smoother and more efficient overall. This reduces emissions and means a quantum leap in road safety."

Mr. Mattes emphasized the willingness of the German automotive industry to work on achieving the ambitious climate protection objectives, and in principle supports realistic regulation. "However, the challenges cannot be resolved by the bans of politics, but rather in cooperation with the automotive industry and its innovations." Mr. Mattes was critical of the fleet limits. A reduction of 30 percent by 2030 is already very ambitious for passenger cars, but it is no more realistic for commercial vehicles. Here, politics must develop an ambitious approach, which is also realistic and practical above all.



"The guiding principle of any CO<sub>2</sub> regulation must be the principle of technology neutrality. We must be able to make use of all possible potential." In addition, the VDA President asked the government to improve the framework conditions. Apart from the modification of legal regulations, and the simplification of authorization procedures, a master plan for a charging infrastructure must be striven for in particular, in order to implement the technological solutions on a broad scale.

As the first keynote speaker, Mr. Martin Daum, board member of Daimler AG and responsible for the area of trucks & buses there, gave insights into the technical solution strategies of the largest commercial vehicle manufacturer in the world. Ultimately, the commercial vehicle industry is faced with the challenge that the transport volume is increasing worldwide, and consequently, goods transport must be even cleaner and more efficient. Therefore, in the past, the diesel engine was continually optimized at Daimler, and in the past two decades, the CO<sub>2</sub> emissions have been reduced by 22 percent. As a further step, Mr. Daum outlines the broad E-Portfolio campaign, but also points out the costs of e-mobility. Because in contrast to passenger cars, the market for commercial vehicles is driven by efficiency alone. Therefore, the commercial vehicle industry is faced with the challenge of increasing the economic viability of electric HGV's and buses.

Automation provides further potential to increase transport efficiency. Semi-automated driving is already possible today with the new Mercedes-Benz Actros. He believes the use of fully automated HGV's will be possible in around a decade.

***CO<sub>2</sub> freedom in goods transport is technically possible, but this form of mobility is becoming increasingly expensive. We are currently calculating a factor of two.***

Martin Daum, Member of the Board of Management of Daimler AG, Daimler Trucks & Buses

Then, the focus was extended to the supply industry, with the keynote speech of Dr. Stefan Hartung, member of the management and chairman of the division of Mobility Solutions at Robert Bosch GmbH. First of all, Dr. Hartung referred to the great challenges that sustainable mobility poses for the automotive industry: Increasing CO<sub>2</sub> and NO<sub>2</sub> emissions, ambitious climate protection goals and a still high number of fatal road traffic accidents. The automotive companies are required to develop and provide technical solutions here.





The solution tool kit by Bosch provides technologies, which allow individualization, automation, networking and electrification. Even today, driving assistance systems make a demonstrable contribution to the reduction of road traffic accidents. Particularly automation provides great potential, especially when combined with artificial intelligence, says Dr. Hartung. “Automated driving is a pioneer with regards to artificial intelligence.”

***The Streetscooter or our most recent activities regarding fuel cells, are examples of the path to sustainable mobility for goods – which require regenerative energy production and an appropriate charging infrastructure.***

Dr. Stefan Hartung, Member of the Board of Management, Robert Bosch GmbH

The change of perspective from technological solutions to organizational – cultural requirements for a successful company transformation, was then initiated by Mr. Anish K. Taneja, President and CEO of Michelin Europe North. The vision at Michelin relies on a balance between profitable growth, environmental protection and social concerns. This value structure requires a cultural change, and therefore primarily obliges the managers to act as “ambassadors of corporate culture”.

At Michelin, such a culture is characterized by three elements: A new spirit, which allows employees freedom in their decisions and work; a mindset which allows employees to leave their comfort zone, and embrace change as a personal opportunity, and a change in attitude that affects managers, employees and customers alike. As a visible sign of such a cultural change, modern work environments have been created at the new headquarters, which support this. Because “experience” as a guiding category also applies to your own staff: “Management is facing the challenge of transferring rational topics into emotional experiences for the employees.”



***We are developing from a product and service economy into an experience economy. This brings particular challenges for a tire manufacturer.***

Anish K. Taneja, President Michelin Europe North, Michelin Reifenwerke AG & Co. KGaA

Prof. Thomas Edig then commended the forum of the Eckelt Consultants Business Talks. In its twelfth year, a tradition has been started which should be continued, and he thanked Dr. Eckelt for the annual organization of the top class industry event.

Prof. Edig then referred back to the explanations of the previous speaker, and gave interesting insights into the transformation project at Volkswagen Commercial Vehicles. In this context he highlighted the importance of an “effective team” who actively support the change. Furthermore, in the digital age, a company is no longer in

a position to fulfill all tasks itself, and cooperations with external partners in various areas are the order of the day. With regards to a modern management culture, Prof. Edig emphasized the importance of the meaningfulness of professional work activities. Only if employees recognize a personal sense in their own work activity, a communal sense of cooperation and a social sense in the work of the company, are they prepared to commit to the company. This sense of purpose, the final plea of the Director of Human Resources at VW Commercial Vehicles, is a central objective of modern employee management in today’s “Purpose age”.

***Managers today have to master ambidextrous leadership. This ambidexterity refers to the combination of transformational and transactional management instruments.***

Prof. Thomas Edig, Director of Human Resources, Volkswagen Nutzfahrzeuge







Dr. Eckelt opened the final panel discussion with the conflict between climate protection and the necessary reduction of emissions on the one hand, and the growing cost pressure in the logistics sector on the other hand. From a technological point of view, the vehicle manufacturers Daimler and Volkswagen are focusing on electric drive concepts in the short term, particularly in urban delivery traffic.

"Otherwise, the climate objectives cannot be achieved by 2030", says Mr. Daum. Even on the supplier's side, various activities have been carried out regarding this: For example, Bosch is intensifying its

research into fuel cell technology, Michelin is working on an environmentally friendly tire use by the end consumer amongst other things.

At the end of the day, all companies need to resolve the dilemma between economy and ecology. On the one hand, the automotive industry must make a contribution to climate protection, and at the same time, ensure that it can continue to run successfully, concludes Dr. Eckelt. Dr. Hartung got to the heart of the answer: "The key is to invest carefully and at the same time make efficiency gains in the company."





  
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CISCO

  
T-Mobile

  
BW Bank

  
U+MHP

  
Südlicher Alb





# GET TOGETHER

Networking and exchange of experiences amongst guests in an exclusive atmosphere



01

01 Anish K. Taneja, Präsident und CEO,  
Michelin Europe North,  
Michelin Reifenwerke AG & Co. KGaA

Dr. Wolfgang K. Eckelt, Geschäftsführender  
Gesellschafter und Gastgeber,  
Eckelt Consultants GmbH



02



04

02 Martin Daum, Vorstandsmitglied der  
Daimler AG, Trucks & Buses, Daimler AG

Dr. Wolfgang K. Eckelt, Geschäftsführender  
Gesellschafter und Gastgeber,  
Eckelt Consultants GmbH

03 Dr. Stefan Hartung, Mitglied der Geschäfts-  
führung der Robert Bosch GmbH,  
Vorsitzender des Unternehmensbereichs  
Mobility Solutions, Robert Bosch GmbH

Dr. Wolfgang K. Eckelt, Geschäftsführender  
Gesellschafter und Gastgeber,  
Eckelt Consultants GmbH

04 Prof. Thomas Edig, Personalvorstand  
Volkswagen Nutzfahrzeuge, Volkswagen AG

Marie-Kristin Sponagel,  
Assistenz Markenvorstand Personal VWN,  
Volkswagen Nutzfahrzeuge

Wilhelm Kramer, Pressesprecher,  
Volkswagen AG





05



06

*The highest level of lectures and discussion as always, so that they really got to the heart of our technological and socio-political debate in terms of mobility and energy policy.*

Dr. Wilhelm Steger, CEO,  
NIDEC AMEC EUROPE GmbH

05 Bernd Klingel, Geschäftsführer,  
Lanco Integrated GmbH & Co. KG

Dr. Johannes Lattwein, Leiter Finanzen,  
Porsche Automobil Holding SE

Christoph Welter, Partner,  
Deloitte Wirtschaftsprüfungsgesellschaft GmbH

Dr.-Ing. Ralf Hofmann, CEO,  
MHP – A Porsche Company

06 Dr. Tim D. Nikolaou, Geschäftsführer,  
Oskar FRECH GmbH + Co. KG

Dr. Wilhelm Steger, CEO,  
NIDEC AMEC EUROPE GmbH





07



08

**07** Johann Ecker, CEO,  
Tekfor Holding GmbH

Prof. Dr.-Ing. Dr. Ing. E. h. Senator h.c.  
Burkhard Goeschel, President,  
Burkhard Goeschel Consultants

**08** Dr. Ing. Justus Kloeker,  
Executive Vice President Engineering,  
Leopold Kostal GmbH & Co. KG



09



10



**09** Simon Vogt

Matthias von Alten, Director,  
Sapient GmbH

**10** Bernhard Mattes, Präsident,  
Verband der Automobilindustrie e.V. (VDA)

Dr. Wolfgang K. Eckelt, Geschäftsführender  
Gesellschafter und Gastgeber,  
Eckelt Consultants GmbH





11



12

11 Marko Sunjic, Direktor Privates Vermögensmanagement, Baden-Württembergische Bank

12 Dr. Wolfgang K. Eckelt, Geschäftsführender Gesellschafter und Gastgeber, Eckelt Consultants GmbH

Prof. Thomas Edig, Personalvorstand  
Volkswagen Nutzfahrzeuge, Volkswagen AG







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*Very exciting contributions on the future development of mobility. Outlined concisely. Good discussion. It was definitely worth participating.*

Dr. Wolfgang Malchow, Geschäftsführender Gesellschafter, Robert Bosch Industrietreuhand KG

13 Dr. Wolfgang Malchow, Geschäftsführender Gesellschafter, Robert Bosch Industrietreuhand KG

Wilfried Scheffel, Manager Sales and Marketing, DaimlerChrysler AG

Manfred Davids, Geschäftsführer, MD Consulting



14



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16

14 Dr. Antje Wichmann, Vice President Global Account Executive Daimler AG, T-Systems International GmbH

15 Torsten Maschke, CEO, Daetwyler Switzerland Inc.

Bernd Klingel, Geschäftsführer, Lanco Integrated GmbH & Co. KG

16 Nicolai Stickel, Leiter Star Consulting, Star Cooperation GmbH

Dipl.-Ing. Dirk Stranz, Entwicklung Mercedes-Benz Lkw, Versuch Lkw, Gesamtfahrzeug-erprobung und Pressefahrzeuge, Daimler AG





*In times of great upheaval in the automotive industry, the 12th Eckelt Consultants Business Talk served as orientation and to provide renewed momentum. An event which stands out positively amongst the multitude of events.*

Dr. Christof Bönsch, Geschäftsführer,  
FRIMO Group GmbH

17



18

17 Dr. Christof Bönsch, Geschäftsführer,  
FRIMO Group GmbH

Dr. Wolfgang K. Eckelt, Geschäftsführender  
Gesellschafter und Gastgeber,  
Eckelt Consultants GmbH

18 Gerald Kahlke, Head of Global Communications,  
Automobili Lamborghini S.p.A.

Dr. Sandra Reich, Chief Digital Officer,  
MAN Truck & Bus Deutschland GmbH

Dr. Matthias Reuter, Global Head of Siemens  
Leadership Excellence, Siemens



19

19 Tanja Huber, Geschäftsführerin,  
Initial Kommunikationsdesign

Prof. Thomas Edig, Personalvorstand  
Volkswagen Nutzfahrzeuge, Volkswagen AG



20

20 Dr. Frank Hiller, Vorstandsvorsitzender,  
Deutz AG

Michael Wellenzohn, CSO,  
Deutz AG









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*In today's rapidly transforming industry context, mature platforms like the Eckelt Consultants Business Talk are more relevant than ever as it provides an intimate framework where leading thought leadership can be shared and discussed openly among peers.*

Constantin M. Gall, Managing Partner Transaction Advisory Services GSA / Leiter Automotive & Transportation GSA, Ernst & Young GmbH



23

21 Dr. Peter von Wartenberg, Geschäftsführer, Bosch Engineering GmbH

22 Harald Leibinger, Geschäftsführer, Iveco Bayern GmbH  
  
Isabelle Verena Krautwald, Senior Manager Compliance and Performance Management, Daimler AG

23 Constantin M. Gall, Managing Partner Transaction Advisory Services GSA / Leiter Automotive & Transportation GSA, Ernst & Young GmbH



24



25



24 Dr. Gunnar Güthenke, Leiter Einkauf / Lieferantenqualität Mercedes-Benz Cars, Daimler AG  
  
Dr. Sebastian Schöning, CEO, Gehring Technologies Holding GmbH

25 Christoph Larsén-Mattes, Inhaber / CEO, Mattes & Ammann GmbH & Co. KG  
  
Alexander John, VP / Sales & Marketing, Accuride Wheels Solingen GmbH





26



27



28

26 Sami Sagur, CFO,  
Formel D Group

Dr. Jürgen Laakmann, CEO,  
Formel D GmbH

27 Olaf Bongwald, CEO,  
Valmet Automotive

28 Dr. Wolfgang Malchow,  
Geschäftsführender Gesellschafter,  
Robert Bosch Industrietreuhand KG

Dr. Stefan Hartung, Mitglied der Geschäfts-  
führung der Robert Bosch GmbH,  
Vorsitzender des Unternehmensbereichs  
Mobility Solutions, Robert Bosch GmbH

Dr. Rolf Bulander





*I would like to compliment on this very interesting event – the high-profile speakers gave excellent “food for thought” on the current challenges and the networking was the perfect complement of the evening.*

Roland Jeutter, Managing Director,  
AVL Deutschland GmbH

29



30

29 Bernhard Mattes, Präsident,  
Verband der Automobilindustrie e.V. (VDA)

Prof. Jürgen Hubbert

30 Johann Ecker, CEO,  
Tekfor Holding GmbH

Roland Jeutter, Managing Director,  
AVL Deutschland GmbH



31



32



33

31 Michael Benz,  
Baden-Württembergische Bank

Tanja Wiederkehr, Vermögensmanagerin,  
BW Bank, Privates Vermögensmanagement

Frederic Wöhrle, Key Account Manager,  
Baden-Württembergische Bank,  
Wealth Management

Thomas Wagner, Abteilungsleiter,  
Baden-Württembergische Bank

32 Franziska Cusumano, Executive Assistant  
Daimler Trucks and Buses,  
Mercedes-Benz Trucks & Daimler Buses

33 Michael Hoffmann, Geschäftsführer,  
Altran Deutschland S.A.S. & Co. KG

Dr. Alexander Scheidt





34



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*In Search of Excellence – you don't have to look far for top quality at this event. Every year, this format ensures that we gain new momentum from top class speakers, in a time that is characterized by continual change. This supports all participants in the validation of their strategies, and the associated future direction. This is more important than ever in volatile times. Thank you for this excellent event!*

Holger Peters, Sprecher der Geschäftsführung/CEO,  
Porsche Financial Services GmbH

34 Thorsten Möllmann, Leiter Globale Kommunikation & Branding, Schaeffler AG

Dr. Ludger Laufenberg, Geschäftsführer,  
THI Investments GmbH

35 Holger Peters, Sprecher der Geschäftsführung/  
CEO, Porsche Financial Services GmbH

Sami Sagur, CFO,  
Formel D Group







*Mobility is being redefined. The ECBT is an excellent platform to discuss this challenge for the future. The selected keynote speakers have presented the mobility challenge very convincingly.*

Michael Wellenzohn, CSO,  
Deutz AG



37



36

36 Berthold Puchta, Vice President & Global Industry Lead Transportation, QuEST Global

Christoph Stürmer, Autofacts Global Lead Analyst, PricewaterhouseCoopers AG

37 Michael Wellenzohn, CSO, Deutz AG



38



39



40

38 Tanja Wiederkehr, Vermögensmanagerin, BW Bank, Privates Vermögensmanagement

Anish K. Taneja, Präsident und CEO, Michelin Europe North, Michelin Reifenwerke AG & Co. KGaA

Benedikt Schwaiger, Geschäftsführer, GEMMACON GmbH

Nicolai Stickel, Leiter Star Consulting, Star Cooperation GmbH

39 Luz Mauch, SVP Sales Auto & MI, T-Systems International GmbH

40 Domenico Iacovelli, Vorsitzender des Vorstands, Schuler AG









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41 Dr. Christina Höfner,  
Head of Executive Recruitment,  
NXP Semiconductors Germany GmbH

Robert Morgner, CEO,  
ASAP Holding GmbH

42 Gerhard Gloeckner,  
TÜV SÜD Auto Service GmbH

Patrick Fruth, Geschäftsführer,  
TÜV SÜD Auto Service GmbH

43 Benedikt Schwaiger, Geschäftsführer,  
GEMMACON GmbH

Andreas Ritter, Vorstand,  
EXXETA AG



44

*Top class lectures first hand, excellently presented! Expedient discussions of current topics on the panel, and as crowning glory the “get-together”. Thank you!*

Dirk Heers, Geschäftsführer,  
Hugo Kern und Liebers GmbH & Co. KG



45

44 Dirk Heers, Geschäftsführer,  
Hugo Kern und Liebers GmbH & Co. KG

Maximilian Stietenroth, Sector Leader  
Automotive – Europe Central,  
Head of Department PM | GAL – Daimler AG,  
Arcadis Germany GmbH

45 Dr. Ing. Christoph Heer, Division Vice President,  
Intel Deutschland GmbH

Tanja Wiederkehr, Vermögensmanagerin,  
BW Bank, Privates Vermögensmanagement





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48

46 Tanja Huber, Geschäftsführerin,  
Initial Kommunikationsdesign

Dipl.-Ing. Dirk Stranz, Entwicklung Mercedes-  
Benz Lkw, Versuch Lkw, Gesamtfahrzeug-  
erprobung und Pressefahrzeuge, Daimler AG

Dr. Sebastian Schöning, CEO,  
Gehring Technologies Holding GmbH

47 Christoph Larsén-Mattes, Inhaber/CEO,  
Mattes & Ammann GmbH & Co. KG

48 Roland Jeutter, Managing Director,  
AVL Deutschland GmbH

Roland Kunz, Head of Automotive,  
Cisco Systems GmbH





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51

**49** Christoph Stürmer, Autofacts Global Lead Analyst, PricewaterhouseCoopers AG

Alain Uyttenhoven, President, Toyota Deutschland GmbH

Andreas O. Schlegel, Principal – Director, Strategy& PwC Switzerland GmbH

**50** Dr. Stefan Schwehr, Geschäftsführer, audionet GmbH

**51** Prof. Jürgen Hubbert



52



53

**52** Werner Ferreira da Silva, CEO, Altran Deutschland S.A.S. & Co. KG

**53** Matthias Krust, Corporate Communications, Daimler AG

Luz Mauch, SVP Sales Auto & MI, T-Systems International GmbH

*Current issues in the sector, top class speakers and a high-caliber audience. The Eckelt Consultants Business Talk is convincing as an event format, across the board. I am already looking forward to next year!*

Werner Ferreira da Silva, CEO, Altran Deutschland S.A.S. & Co. KG







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54 Dr. Bernd Welzel  
Prof. Dr. Peter Pleus  
Dr. Rolf Bulander

55 Prof. Dr. Michael Ruf,  
Hochschule Heilbronn  
  
Marie-Kristin Sponagel,  
Assistenz Markenvorstand Personal VWN,  
Volkswagen Nutzfahrzeuge

Prof. Thomas Edig, Personalvorstand  
Volkswagen Nutzfahrzeuge, Volkswagen AG

*There are few networking events in Germany which bring together high-class decision makers from the automotive and supply industry in such a wonderfully inspiring way as the 12th ECBT has done. Highly relevant keynote lectures, an open, refreshingly honest panel discussion, and top class encounters at the birthplace of the first car engine. Hat's off to you and many thanks for the all round successful evening!*

Dr. Ludger Laufenberg, Geschäftsführer,  
THI Investments GmbH



56



57

56 Dr. Sebastian Schöning, CEO,  
Gehring Technologies Holding GmbH  
  
Dr. Ludger Laufenberg, Geschäftsführer,  
THI Investments GmbH

57 Dr. Wolfgang Hiller, Vorstandsvorsitzender,  
Superior Industries Europe AG  
  
Frank Hubbert, Geschäftsführer,  
Lapp Systems GmbH









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58 Dr. Matthias Reuter, Global Head of Siemens Leadership Excellence, Siemens

59 Gerhard Hauk, Geschäftsführer, QuEST Global Engineering Services GmbH

Thomas Aukamm, Hauptgeschäftsführer, Zentralverband Karosserie- und Fahrzeugtechnik e.V.

60 Andreas O. Schlegel, Principal – Director, Strategy& PwC Switzerland GmbH

Joachim Dürr, Vorstand, JOST Werke AG

Dr. Christian Terlinde, Mitglied des Vorstands, JOST Werke AG



61



62



61 Dr. Michael Schwabe, CEO, ETO GRUPPE Beteiligungen GmbH

Prof. Dr. Ing. Bernd Gundelsweiler, Professor, Universität Stuttgart

62 Alexander Bonk, Geschäftsführer, Leadeo Management Central Europe BV & Co. KG





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63 Ralf Blessmann, Executive Vice President – Account Daimler, Capgemini

64 Dr. Wolfgang K. Eckelt, Geschäftsführender Gesellschafter und Gastgeber, Eckelt Consultants GmbH

Dr. Sebastian Schöning, CEO, Gehring Technologies Holding GmbH



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*If an industry faces fundamental directional decisions, and the traditional approaches can no longer guarantee success, then open communication and intensive discussion is crucial. Today's lectures and the conversations at the get-together provided both in an inspiring form.*

Prof. Dr. Ralf Herrtwich, Senior Director Automotive Software, Nvidia Arc GmbH

65 Jonas Schmückle

Rainer Schmückle, Vizepräsident des Verwaltungsrats, Autoneum Holding AG

66 David Paja, President, APTIV Deutschland GmbH

Prof. Dr. Ralf Herrtwich, Senior Director Automotive Software, Nvidia Arc GmbH





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**67** Rolf Nissen, VP Bosch Global Team,  
NXP Semiconductors GmbH

**68** Dr. Wolfgang K. Eckelt, Geschäftsführender  
Gesellschafter und Gastgeber,  
Eckelt Consultants GmbH

Andreas O. Schlegel, Principal – Director,  
Strategy& PwC Switzerland GmbH

Oliver Sievert, Leiter Vertrieb,  
Jaguar Land Rover Deutschland GmbH

**69** Cosimo De Carlo, CEO,  
EDAG Engineering Group AG

Gerhard Hauk, Geschäftsführer,  
QuEST Global Engineering Services GmbH

Thomas Aukamm, Hauptgeschäftsführer,  
Zentralverband Karosserie- und  
Fahrzeugtechnik e.V.



Great event – perhaps the best business talk I have ever participated in! Apart from the statements and discussions on the trends in vehicle drive technology, the keynotes on modern leadership impressed me. Drive technology was once again the focus here, specifically the question: What will drive our employees more in future? “Purpose” – seems to be a suitable fuel.

Dr. Hans-Jörg Feigel, President,  
MANDO CORPORATION EUROPE GMBH



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70 Dr. Ing. Justus Kloeker,  
Executive Vice President Engineering,  
Leopold Kostal GmbH & Co. KG

Dr. Wolfgang Hiller, Vorstandsvorsitzender,  
Superior Industries Europe AG

Frank Hubbert, Geschäftsführer,  
Lapp Systems GmbH

71 Prof. Dr.-Ing. Rüdiger C. Tiemann, Fakultät  
für Ingenieurwissenschaften, Hochschule für  
Technik und Wirtschaft des Saarlandes

Dr. Hans-Jörg Feigel, President,  
MANDO CORPORATION EUROPE GMBH

Dr. Wolfgang K. Eckelt, Geschäftsführender  
Gesellschafter und Gastgeber,  
Eckelt Consultants GmbH



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72 Dr. Christina Höfner,  
Head of Executive Recruitment,  
NXP Semiconductors Germany GmbH

73 Axel Ecke, Sales Director,  
Jaguar Land Rover Deutschland

Dr. Wolfgang K. Eckelt, Geschäftsführender  
Gesellschafter und Gastgeber,  
Eckelt Consultants GmbH



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74 Alexander von Hofen  
  
Derrick Zechmair  
  
Sascha Klengel,  
Baden-Württembergische Bank





75



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77



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75 Jörg Wahl, Digital General Manager, DXC

76 Dr. Tim D. Nikolaou, Geschäftsführer, Oskar FRECH GmbH + Co. KG

77 Andreas Klauser, Leiter Field Marketing, T-Systems International

78 Patrick Simons, Geschäftsführer, P3 Systems GmbH

Pascal Hagemann, Senior Manager, Struktur Management Partner GmbH







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*The perfect mixture of top class speakers, an open discussion group and plenty of time for networking. An all-round successful evening.*

Dr. Christian Stehle, Mitglied des Vorstands  
AL-KO KOBER SE

79 Dirk Reimelt, Senior Manager Shared Mobility and Transportation, Daimler AG

Prof. Johann H. Tomforde, Geschäftsführender Gesellschafter, Teamobility GmbH Böblingen

Dr. Wolfgang K. Eckelt, Geschäftsführender Gesellschafter und Gastgeber, Eckelt Consultants GmbH

80 Dr. Sandra Reich, Chief Digital Officer, MAN Truck & Bus Deutschland GmbH

Dr. Christian Stehle, Mitglied des Vorstands, AL-KO KOBER SE



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81 Tim Eissler, International Sales Manager, Lagardere Sports Germany GmbH

Reinhard Meister, Inhaber, Anwaltskanzlei Meister, Maier, Krause, Steinacher & Kollegen

82 Dr. Michael Waasner, Geschäftsführer, Gebrüder Waasner Elektrotechnische Fabrik GmbH

83 Florian Martens, Leiter Globale Kommunikation Nutzfahrzeuge, Daimler AG

84 Andreas Klauser, Leiter Field Marketing, T-Systems International

Isabelle Verena Krautwald, Senior Manager Compliance and Performance Management, Daimler AG





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**85** Dr. Christoph Münzer, Hauptgeschäftsführer, Wirtschaftsverband Industrieller Unternehmen Baden e.V.

Christian Himmelsbach, Steuerberater, Partner, Regionalleiter Südwest, Deloitte GmbH

**86** Steffen Blattner, Digital Solution Director, DXC

**87** Nicolai Stickel, Leiter Star Consulting, Star Cooperation GmbH

Laura Oppermann, General Manager, Star Publishing





88



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90

**88** Holger Suffel, Vice President Global Service & Parts Operations Mercedes-Benz Cars, Vans, Trucks and SMART, Daimler AG

Luz Mauch, SVP Sales Auto & MI, T-Systems International GmbH

**89** Dr. Wolfgang K. Eckelt, Geschäftsführender Gesellschafter und Gastgeber, Eckelt Consultants GmbH

Peter Hartung, Senior Vice President Corporate Communications, Rheinmetall Automotive AG

**90** Dr. Stefan Schwehr, Geschäftsführer, audionet GmbH

Dirk Heers, Geschäftsführer, Hugo Kern und Liebers GmbH & Co. KG

Maximilian Stietenroth, Sector Leader Automotive – Europe Central, Head of Department PM | GAL – Daimler AG, Arcadis Germany GmbH



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*A successful event, where the various themes of the lectures were an excellent fit, to view the challenges of the future from a new perspective. More than ever, the “customer experience” will be a success factor for the mobility concepts and products of tomorrow. I will include these aspects directly in my day to day work, as a result of the event.*

Cosimo De Carlo, CEO, EDAG Engineering Group AG

**91** Michael Ewert, Vice President Global Sales, Passenger Car and Light Truck Tires Original Equipment, Michelin Reifenwerke AG & Co. KGaA

Anish K. Taneja, Präsident und CEO, Michelin Europe North, Michelin Reifenwerke AG & Co. KGaA

Dr. Johannes Witting, Head of Strategic Projects & Processes, Michelin Reifenwerke AG & Co. KGaA

**92** Cosimo De Carlo, CEO, EDAG Engineering Group AG

Christian Kleinhans, Senior Vice President, Valmet Automotive Holding





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**93** Dr. Antje Wichmann, Vice President  
Global Account Executive Daimler AG,  
T-Systems International GmbH

Roland Kunz, Head of Automotive,  
Cisco Systems GmbH

**94** Dr. Stefan Hartung, Mitglied der Geschäfts-  
führung der Robert Bosch GmbH,  
Vorsitzender des Unternehmensbereichs  
Mobility Solutions, Robert Bosch GmbH

Prof. Jürgen Hubbert

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**95** Frederic Wöhrle, Key Account Manager,  
Baden-Württembergische Bank,  
Wealth Management

Dr. Christina Höfner,  
Head of Executive Recruitment,  
NXP Semiconductors Germany GmbH

**96** Jörg Wahl, Digital General Manager,  
DXC

Alexander Grzegorzewski, Senior Executive  
in Media and Publishing, IDEAS TO REVENUE

**97** Johannes Berking,  
Oliver Wyman GmbH



98



99



**98** Manfred Davids, Geschäftsführer,  
MD Consulting

Dr. Sebastian Mair, COO,  
in-tech GmbH

**99** Frank Mäder, Sektorkapitän Automotive,  
Commerzbank AG

Markus Hahn, Vorsitzender der  
Geschäftsführung, Commerzbank AG





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Markenzeichen. Sie möchten mehr erfahren? Herr Frederic Wöhrle zeigt Ihnen gern, was unser Privates Vermögensmanagement für Sie ganz persönlich leisten kann. Telefon 0711 124-42225 oder [frederic.woehrle@bw-bank.de](mailto:frederic.woehrle@bw-bank.de)  
[www.bw-bank.de/vermoegensmanagement](http://www.bw-bank.de/vermoegensmanagement)

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Dr. Wolfgang K. Eckelt

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