



REUTERS EVENTS™

TRAILBLAZING WOMEN 2024 AUTOMOTIVE



INTRO

We believe the automotive industry should be diverse and inclusive for all, including (but not limited to) race, gender, sexual orientation and ethnicity. Online statistics showcase clear examples that the industry needs to improve, for example women only account 27% of the US auto manufacturing workforce, whilst 6% are from diverse backgrounds. Our mission is to create a collaborative network to unite under-represented groups and promote a future that is both diverse, equitable and inclusive.

For International Women's Day, we would like to celebrate 20 Trailblazing Women who have had a lasting impact on automotive, with a demonstrable track record of influence, impact, and leadership.

We thank all women (and men) who are helping to inspire inclusion within automotive.

We hope you are inspired!

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For International Women's Day 2024 and beyond, let's Inspire Inclusion

”

(IWD)

HOW WE ASSEMBLED OUR LIST OF TRAILBLAZING WOMEN

In naming our list of Trailblazing Women in Automotive, we sought nominations of individuals who have had a lasting impact on their industries, with a demonstrable track record of influence, impact and leadership.

A broader pool of nominations was assessed individually by an internal team, with nominations considered against the recency of their achievements and the impact they have had on their organization and industry.

Additional weighting was given to nominations from underrepresented communities and/or industry sectors.

Nominations were received from a broad set of industry stakeholders, including but not limited to, trusted contacts from across Reuters Professional and the communities served by Reuters Events.

Efforts were made to ensure that we received nominations from as broad and representative a pool of stakeholders as possible, and our final list of Trailblazers has been assembled to reflect fair representation ethnically, geographically, per industry and from across the political spectrum where necessary.

All individuals nominated in our list of Trailblazers have given their consent to be named in this list.



Barbara Bergmeier
Executive Director
Industrial Operations
JLR

Barbara Bergmeier joined JLR as Executive Director Industrial Operations in July 2022. She has revolutionized JLR's industrial operations by introducing a plan, make, buy model. This unique approach has, in 12 months, helped return the British brand to profitability, moving it towards its goals set out under the Reimagine strategy.

Prior to this, Barbara led manufacturing, assembly and supply chains in the automotive and aerospace industries, dealing with OEMs and suppliers on a global scale for over 30 years.



I've worked in many different industries over the last 30 years and the one thing that is always the same? Teams that are super engaged and diverse are by far, the highest performing teams. Instilling this mindset is the bedrock of my leadership style. I am passionate about creating team cultures where honest, two-way communication is encouraged. Places where we can all bring our authentic selves to work and thrive."



Dr Isotta Cerri
Head of Material
Engineering
Toyota Motor Europe

Dr Isotta Cerri is the trailblazing Head of Material Engineering at Toyota Motor Europe (TME). Within the Research and Development function, she is leading the advanced research and pre-development of materials for European vehicles aligned with TME's society-changing ambition to create sustainable mobility solutions.

Prior to her career, she received her M.A. and PhD degree in Chemical Engineering and led the advanced research division responsible for fuel cells, batteries, photovoltaics, and robotics.

She has worked as a consultant in the energy and automotive field and as a scientific researcher on catalytic processes. She is the author of publications, inventor of patents and contributor of strategic technology roadmaps for the European Commission, the UK government, and the International Energy Agency.

She started at Toyota in 2004 in the production engineering division. Since then, Isotta has utilized her astounding insights into the practical industry of bringing items into production by benchmarking innovative advanced technologies to provide quality and performance with typical manufacturing KPIs.

A valued member of the Gender Diversity Network, she is an inspirational speaker and mentor across the business.

Whether it's her team's accomplishments, her influential research, or her encouragement towards other women, she is the embodiment of positive, sincere, and tangible change.



Highly professional on the daily job, super-inspiring as a leader - in short, Isotta Cerri is a leading female role model in our company, covering a wide span of responsibilities from material research to mass production. The 'Empowering Women' award is a highlight in the external recognition of her contribution and influence as a women in STEM."

*Gerald Killmann, Vice President:
 Connected Technologies, Hydrogen
 Factory Europe, Purchasing and R&D,
 Toyota Motor Europe*



Shравanathi Denthumdas
*VP of Engineering,
 Mobility and Emerging
 Technologies*
**Toyota Connected
 North America**

Shравanathi Denthumdas serves as vice president of Engineering, Mobility and Emerging Technologies at Toyota Connected North America, where she leads product development and innovation for various data-driven intelligent solutions.

Her teams have pioneered innovations by harnessing the power of data, AI, connectivity and cutting-edge software to develop solutions to enhance vehicle or fleet ownership experience, brand engagement and other aspects. Additionally, she is responsible for leading Emerging Technologies teams to augment vehicle purchase and ownership in addition to keeping Toyota organizations focused on today's trends and tomorrow's vision for a frictionless customer experience. She is also very passionate about fostering a culture of innovation, collaboration, continuous learning and attracting top talent to help build and grow Toyota Connected.

Denthumdas has been with TCNA since 2018 and had previously worked in software and IT consulting and corporate strategy. She earned her master's degree in Computer Science from the University of Houston.



Shравanathi leads her engineering team with the courage to embrace the unknown. She brings boldness to challenge the status quo, and the unwavering grit to deliver exceptional results. Shравanathi has not just led a team; she has inspired a collective force of forward thinkers. Her vision extends beyond the immediate horizon, daring to reimagine what's possible, pushing boundaries, and setting new benchmarks. In her, I see the embodiment of leadership that guides and grows with her teams."

Dave Tsai, VP of Engineering, Toyota Connected North America, VP, Enterprise AI, Toyota Motor North America



Suzanne Heywood
Chair
Iveco Group

Suzanne Heywood became a Managing Director of EXOR in 2016 and was appointed as its Chief Operating Officer in November 2022. Prior to that she worked at McKinsey & Company which she joined as an associate in 1997 and left as a Senior Partner (Director) in 2016. Lady Heywood co-led McKinsey's global service line on organisation design for several years and also worked extensively on strategic issues with clients across different sectors.

Lady Heywood started her career in the U.K. Government as a Civil Servant in the U.K. Treasury. At the Treasury she worked as Private Secretary to the Financial Secretary as well as leading thinking on the Government's privatisation policy and supporting the Chancellor in his negotiations at ECOFIN in Brussels.

Lady Heywood is Chair of Iveco Group N.V., CNH Industrial N.V. and Shang Xia. She is also a non-executive Director of Louboutin and The Economist, and a member of the UK Investment Council. She has published a book, Reorg, and multiple articles on reorganisation, and she is Chair of Quartz, a small consultancy that works on this topic based on the thinking in that book. She grew up sailing around the world for ten years on a yacht with her family and published her memoir in 2023 entitled Wavewalker: Breaking Free. She studied science at Oxford University (BA) and then at Cambridge University (PhD).



It is an honour to be included in Reuters Events' list of 20 Trailblazing Women in Automotive. I have long worked in the industry with organisations like Exor, Iveco Group and CNH, proudly promoting equality together. On International Women's Day I accept this recognition on behalf of all women who have made lasting impacts in their fields and who enable others to shape their own destiny."



Asako Hoshino
*Executive Officer,
 Executive Vice President*
Nissan Motor Co., Ltd.

Asako Hoshino serves as executive vice president for Nissan Motor Co., Ltd., acting as brand champion and overseeing Global Marketing & Sales, Global Customer Experience, Global INFINITI and Global Aftersales. Hoshino is also a member of NML's Executive Committee and chairs the management committee for the Japan-ASEAN region, in which capacity she leads all business operations in the region.

In 2002 Hoshino founded the company's market intelligence function and played a key role in helping to guide strategies to ensure that NML's products and technologies best meet the needs of customers and markets. Hoshino is also a leader on gender equality issues, having helped to establish NML's Diversity Development Office to increase the number of women in leadership positions throughout the company.

Hoshino has a bachelor's degree in economics and econometrics from Keio University and an MBA in Marketing, Management and Finance from the Kellogg School of Management at Northwestern University.



I have been supported by people who believe that when individuals from different cultures and backgrounds come together as one team, we gain the power to challenge and achieve our goals. As a leader in the automotive industry, an industry which has a significant impact on the economy and society, I want to continue promoting 'inclusion' not only in the workplace, but also in our society with dedication and passion."



Linda Jackson
*Brand Chief Executive
 Officer, Peugeot*
*Member of Stellantis
 Top Executive Team,*
**Stellantis
 Peugeot**

Linda Jackson, born in the United Kingdom and after graduating with an MBA from the University of Warwick, has spent her entire career in the automotive industry.

From the United Kingdom to France, Linda has built her wide experience across the industry, notably with Finance and Commercial roles in Jaguar, Land Rover and Rover Group in which she went from Regional Financial Manager for Rover Europe in the late 90s to European Sales Finance Director for the MG Rover Group until the end of the year 2004, before joining the PSA Group in 2005.

Linda's first role within PSA Group was as Finance Director of Citroën UK, and then of Citroën France, from 2009 to 2010. She became CEO of Citroën UK and Ireland in July 2010.

In 2014, Linda was appointed as the Global CEO of the Citroen brand and member of the PSA Global Executive Committee.

In her six years as Global CEO of Citroen, from 2014, Linda succeeded in repositioning the brand, increasing sales and transforming Citroën into one of the most respected brands.

In January 2020, Linda was appointed to head up Mainstream Brand Portfolio development, to clarify and ensure the differentiation of brands with the mainstream product portfolio.

From January 2021, Linda was appointed Global CEO of Peugeot. She has rebuilt the Brand Image around the word ALLURE and is putting all her energy into making Peugeot the leader in electric cars by 2025.



Today, more than ever, a brand like PEUGEOT must contribute to a more responsible and sustainable world for future generations. We are on our way to achieving our Carbon Net Zero objective, but there are different ways of getting there. I am convinced that EDUCATION is one of the keys to a more sustainable world and that's why we want to make our contribution."



Natalie Knight
*Chief Financial Officer and
 a member of Stellantis' Top
 Executive Team*
Stellantis

Natalie Knight was appointed Chief Financial Officer (CFO) and a member of Stellantis' Top Executive Team in July 2023.

Before joining Stellantis, she served as CFO and a member of the Management Board at Ahold Delhaize, a leading global food retailer headquartered in the Netherlands, from early 2020. Prior to that, Natalie was CFO and member of the executive management team at Arla Foods in Denmark since January 2016. In addition to being responsible for the financial and legal teams, Natalie also had global responsibility for IT.

Natalie spent 17 years at adidas AG in Germany and the U.S., where she held various senior finance positions, including senior vice president group functions finance, senior vice president commercial and brand finance, CFO adidas North America and vice president investor relations and M&A.

Prior to her time with adidas, Natalie held investor relations roles at BASF and Bankgesellschaft Berlin.

Natalie graduated from the University of Arizona in the U.S. and Freie Universität in Berlin, Germany, followed by executive leadership programs at INSEAD in France and St. Gallen University in Switzerland.

Stellantis is one of the world's leading automakers aiming to provide clean, safe and affordable freedom of mobility to all. The Company employs over 260,000 people worldwide, and achieved net revenues of €179.6 billion in 2022, with an adjusted operating income of €23.3 billion and net profit of €16.8 billion.



Joining Stellantis represents a very special chapter in my career, as I'm able to contribute to a leading group within one of the world's most exciting and fast-paced industries. It is also a great opportunity to be a female leader in an industry that's becoming progressively more welcoming to female talents and leadership at all levels. I hope I can help inspire other female talents to explore the many possibilities available within our Industry."



Claudia Marquez
Chief Operating Officer
**Genesis Motor North
 America**

Claudia Marquez joined Genesis Motor North America in October 2021 as Chief Operating Officer, leading the strategy and execution of all sales, aftersales, marketing, and growth strategies for Genesis in the United States and Canada.

With more than 28 years of automotive industry experience, Marquez has developed and implemented successful growth strategies for multiple premium automotive brands, including BMW, Land Rover, and Infiniti. Before her appointment as Genesis COO, Marquez was CEO of Hyundai Motor Mexico, where she increased sales, profitability, strengthened dealer relations, and grew brand awareness.

Prior to joining Hyundai, Marquez served in several prominent industry roles including as vice president of sales and vehicle operations for Nissan, as senior director of sales operations for Infiniti, as director of marketing for Nissan in Mexico, Latin America, and the Caribbean, as director of sales and marketing for BMW Group Mexico, and as brand director for MINI in Mexico.



In an ever-changing and competitive automotive industry, my goal has remained to be inspired by challenge in times of uncertainty. These moments have shaped me to achieve exceptional results for our brand and customers. I am extremely honored to be recognized within this group of industry-leading women and look forward to inspiring the next generation of leaders to succeed."



Roxanna Metz
Indiana Auto Plant Lead
**Honda Development
 and Manufacturing of
 America (HDMA)**

Roxanna Metz is the plant lead of Honda's Indiana Auto Plant (IAP), leading more than 2,700 associates in overall vehicle manufacturing operations at the Greensburg, Indiana facility.

Metz started her career at Honda in 2008, as a parts quality engineer in the Purchasing Division at IAP.

She has held multiple roles at IAP since then, including Parts Quality Department manager, manufacturing quality cross-functional leader, Paint and Plastics Department manager, and department manager of the Manufacturing Control Department, leading the planning function for the Manufacturing Division.

In April 2021, Metz was promoted to division lead of the Manufacturing Planning & Control Division at IAP, overseeing the Production Management and Equipment Service departments and connecting with other Honda regional business operations.

In April 2023, Metz assumed her current role as plant lead of IAP.

In addition to her plant responsibilities, Metz also serves on Board of Directors for the Indiana Chamber of Commerce and the Economic Development Corporation of Greensburg/Decatur County. She previously served on the Board of Directors for the Decatur County Chamber of Commerce.

Metz holds an Associate's degree in Business Administration and Management from Indiana Wesleyan University and earned a Quality Technician Certification from the American Society for Quality.



As one of the first women to lead a Honda automobile manufacturing plant in the U.S., Roxanna Metz heads the Indiana Auto Plant in Greensburg—her hometown. Under Metz's leadership, more than 2,700 IAP associates produce the popular Honda Civic Hatchback and CR-V models.

Metz is guided by Honda's Core Value of Respect and strives to help all associates succeed every day. She approaches her role with a commitment to listening by elevating different perspectives and embracing the belief that a diverse workforce is the key to innovation. She believes through passionate work and a challenging spirit, there is no limit to what women—or any person—can achieve."



Suman Mishra
*Managing Director and
 CEO*
**Mahindra Last Mile
 Mobility Limited**

Suman Mishra is the Managing Director and Chief Executive Officer of Mahindra Last Mile Mobility Limited, charting the future of last mile transportation business for the Mahindra Group.

Prior to this role, she has worked extensively in developing and implementing strategic initiatives across multiple sectors and functions in the Mahindra Group in roles like capital allocation, business transformation and strategy. Before joining Mahindra in 2015, she has worked in McKinsey & Company as an Associate Partner and Cipla and has spearheaded global product launches.

She was felicitated with the Automotive D.R.I.V.E Honours 2023 Visionary Leader of the World award by Reuters Events. India@G20 Impact Assessment Summit has presented her with Green Ambassador of the Planet 2023 award, while ET Global Automotive recognized her as the Woman Leader of the Year 2022. Business Today has also complimented her with the Most Powerful Women 2022 award. She has also been recognized as Economic Times 40 under 40 business leaders and Economic Times Woman Ahead.

Suman Mishra is an MBA from the University of Michigan, Ross School of Business and a Computer Engineer from NTU Singapore.



Suman Mishra is a transformative leader, leading India's electrification journey in the last mile mobility segment. Her passion for sustainability, and providing micro entrepreneurial opportunity to customers, is palpable from her work done in the country's electrification journey in the three-wheeler segment. She is a thought leader in both industry landscape as well as policy shaping and is a role model for women entrepreneurs. She is ably supported by a team that wishes her continued success in all endeavors to create a more inclusive, equal, and sustainable future."



Jess Nigro
Vice President of External Affairs
Lucid Motors

Jessica is Vice President of External Affairs at Lucid. She is responsible for the government relations, and Environmental, Social, and Governance (ESG) functions within the company globally. She believes strongly in the importance of a strong corporate culture and consequence of thoughtful people-leadership. Jessica elevates that culture in her own teams and cross-functionally.

Prior to joining Lucid, Jessica spent 14 years at Daimler/Mercedes-Benz in the U.S. and Germany, specifically driving the company's engagement with governments on future technologies, advising the sales group in politically sensitive markets, and developing a global human rights program for the company. She has held roles at the U.S. Chamber of Commerce and in the Strategic Communications office at the Transportation Security Administration (TSA), U.S. Department of Homeland Security (DHS), aiding strategic and crisis communications efforts as the Department stood up after the September 11, 2001 attacks.

Jessica received a B.A. in International Affairs from The George Washington University and has studied at the IMD Business School in Switzerland. She calls Washington, D.C. home.



We are at a pivotal moment when technology and policy making are driving simultaneously toward a clean energy future. I am excited every day to work on tech policies that will hasten society's ability to achieve our climate goals."



Gülnaz Önes
CIO
Mercedes-Benz Mobility AG

Gülnaz Önes is the Global CIO of Mercedes-Benz Mobility AG since June 2022. She is passionate about innovation and technology and is driving the digital transformation of the company's financial and mobility services business worldwide. Gülnaz is focused on creating seamless and exceptional customer experiences while using data and technology to create value for customers and the company. She has held various leadership positions in digital and business transformation in the automotive industry for the past 15 years. Gülnaz is a dedicated leader who puts people and customers at the center of her work. Her goal is to create "wow moments", both digitally and in-person.



I am committed to inspiring and empowering others to pursue their passions and achieve their goals. As we look at the game changers in the financial and mobility services, it's clear that the integration of digital technologies and data-driven solutions are critical for success. Achieving this is only possible by living, breathing and fostering a data-driven, agile software engineering culture. As a leader, inspiring and empowering teams to pursue the company ambitions as well their personal growth is my true passion."



Katrin Schneider
Senior VP of Project Transformation, SBU Intelligent Cockpit
HARMAN Automotive

HARMAN Senior VP Katrin Schneider has been instrumental in initiating and executing the recent successful transformation of HARMAN's Automotive business operations. Under her leadership, rigid hierarchies were reevaluated and a new organizational structure – originally derived from the software development sector – was introduced. Following the implementation of this new agile organizational model, responsibility and accountability were reinforced, while creativity and innovation were fostered. Team members now engage in collaborative decision-making, promoting a sense of empowerment among individuals.

Katrin's success is a result of her unique combination of technical expertise and empathy, along with exceptional leadership qualities based around her core pillars of openness and trust. She creates a 'safe space' with her large team that provides the security to make bold decisions that yield the highest benefits and fosters a culture of trust, responsibilities and individual accountability. She is a highly talented mentor, introducing programs for staff to promote change, as well as supporting and helping empower young women to strive for new roles within the company. Katrin's outstanding example and implementation of agile methods has laid the groundwork for other leaders to adopt a similar successful approach.



Katrin Schneider leads the transformation of a very important part of HARMAN's software business. The combination of her passion for the topic and her strong content vision creates purpose and action throughout the company and makes waves beyond the boundaries of our organization."

Christian Sobottka, Automotive President, HARMAN



Jana Striezel, LL.M.
VP Procurement
Renault SAS

Born and raised in the car town of Wolfsburg, Germany, Jana always had the love for the automotive industry in her blood. After finishing her legal and business administrative studies in Bayreuth, Germany, and at Yale Law School in the United States, Jana worked for 10 years as an antitrust and M&A lawyer for the law firm Freshfields Bruckhaus Deringer in Berlin and was part of its worldwide automotive practice group. In 2014, she joined Volkswagen AG as antitrust senior legal counsel and later led the emission's PMO for the Group Board. Following this, she was promoted to SVP Purchasing Exterior Parts for the Volkswagen Group including all brands worldwide. In 2021, Jana decided to take on a new challenge and enhance her knowledge on automotive OEMs. Thus, she joined Renault Group in Paris, France, as Head of Purchasing Renault Brand and in parallel as Global Director APO Europe for the Alliance with Nissan and Mitsubishi. After the reorganization of the Alliance, Jana became VP Purchasing Renault Group responsible for platform, chassis and upper-body. In parallel, Jana is sponsoring the Procurement Youth Council and is Procurement's Ambassador for Diversity and Inclusion.



As a woman in automotive, one must always work hard and be humble. Create a diverse workplace, build your own network, help other women, and always be yourself! We succeed in this industry with our empathy, intuition, flexibility, hard work, and network."



Cheryl Thompson
CEO and Founder
**Center for Automotive
 Diversity, Inclusion and
 Advancement**

As founder and CEO of CADIA, Cheryl Thompson is at the forefront of DEI in automotive. Throughout her 30+ year career in the industry, Cheryl held technical and leadership roles at Ford Motor Company and AAM. After seeing a clear need for more diversity, she founded CADIA in 2017 with the mission of doubling the number of diverse leaders in the industry by 2030. CADIA offers DEI certification and customized coaching, training, and advisory services to the automotive, transportation, and defense sectors. CADIA also facilitates vital conversations through platforms like CADIA Connects and the CEO Coalition for Change, emphasizing actionable, cooperative strategies for achieving inclusivity. Cheryl was named a 2022 Automotive News All-Star, a 2019 Influential Women in Manufacturing Honoree, and a 2019 Corp Magazine Salute to Diversity award winner. She also received two Diversity and Inclusion Awards from Ford Motor Company. Cheryl is a Certified Diversity Professional, a Six Sigma Black Belt, and a trained Leadership Coach. She holds a manufacturing degree from Siena Heights University and an MBA from Michigan State University. She contributes her insights across industry media and events, playing a pivotal role in driving DEI forward in the sector.



This fast-paced industry is always changing, and no one has it all figured out. Diverse perspectives and insights are the key to moving forward – it's time to lend your voice to the conversation!"



Ms. Wang Fengying
President
XPENG

Ms. Wang Fengying joined XPENG in January 2023 as the President of the Company, overseeing product planning, marketing, sales, and service systems in both domestic and global markets. With over three decades of experience in the automotive industry, Wang has been instrumental in driving XPENG's growth, branding and marketing. Since joining, she has spearheaded key initiatives such as the introduction of the SEPA2.0 Smart EV Architecture and the launch of flagship products like the XPENG G6 SUV and XPENG X9 MPV, consolidating XPENG's position as a leader in smart mobility in China. Under Ms. Wang's leadership, XPENG's sales and service network in China underwent significant revamping, resulting in record-breaking monthly and yearly delivery numbers in 2023. Before joining XPENG, Ms. Wang held various positions at Great Wall Motor Company Limited from 1991 to 2022, including vice chairman and general manager. During her tenure, she played a pivotal role in establishing "Haval" as a best-selling SUV brand in China. Ms. Wang holds a master's degree in economics from Tianjin Institute of Finance, earned in 1999.



Ms. Wang Fengying brings a dedicated passion to her role, advocating for focused strategies, enhanced operational efficiency, and meticulous attention to detail. Under her leadership, XPENG has thrived in a streamlined, highly efficient, and collaborative work environment, further solidifying its position as a leader in smart driving innovations in China. This strategic initiative has delivered tangible results for the entire company, showcasing Ms. Wang's ability to drive transformative change within the automotive industry's new era of smart driving."



Sabrina Yuan
*VP Strategy and
 Business Development*
**Cariad – A
 Volkswagen Group
 Company**

Sabrina Yuan is VP Strategy and Business Development for Cariad North America. She is responsible for Innovation, Strategy, Partnerships and Product in North America. Cariad is Volkswagen Group’s automotive software company.

Sabrina was SVP BD and Strategy at Eli Electric Vehicles, a compact electric vehicle startup, where she led the launch of their first vehicle to market globally. Her other prior experiences include being co-founder and COO at SecuritAI, an image intelligence AI software company, and COO at Redrock Capital, a private equity fund.

Prior to her transition to tech industry, she was part of an early executive team of Porsche China that developed the Chinese market into the number one market for Porsche worldwide. She started her career at Siemens, working across a wide range of areas including automotive tier 1, healthcare, industrial manufacture, finance, international trade and logistics.

Sabrina holds master’s degrees from Stanford Graduate School of Business and Georgetown University Law Center.



Mobility is the arena in which AI and other technology start to transform the physical world around us. I am grateful to be a player at the forefront to bring technology to drive better access, greater sustainability, and superior customer experience in this transformation; a dream we all share in the industry.”



**Silvia-Luna Yzaguirre
 Sanchez**
*Director Battery Cell
 Development, PowerCo SE*
Volkswagen AG

Upon graduating with a double degree in mechanical and industrial engineering from UPC in Barcelona, Spain, and TU Darmstadt in Germany in 2010; Luna began her career in the development and scale up production of lithium-ion batteries for electric cars.

After five years helping scale up the startup and joint venture, Litarion and Li-tec, into the largest cell producer in Europe at that time, Luna decided to pursue an MBA at INSEAD. Following her graduation, she combined her technical know-how in the battery sector and experience working in corporate startups by joining the founding team of Mercedes-Benz Energy to lead the product management of 2nd life batteries for energy storage.

In 2018, she joined the newly formed Center of Excellence for Battery Cells at Volkswagen Group as Head of Cell Development with a focus on concept and series development in support of all VW Brands electrification strategies. Today she heads the Series Development for PowerCo, in charge of the R&D of all the NMC cells to be produced globally.



What drives me is the desire to help pave the way to sustainable e-mobility. As a battery cell developer at PowerCo, I’m working at the heart of this mission.”



Angela Zepeda
Chief Marketing Officer
Hyundai Motor America

Angela Zepeda is the Chief Marketing Officer (CMO) for Hyundai Motor America. Angela is responsible for all of Hyundai's marketing and advertising activities in the U.S., including the strategic direction, brand development, and national and regional advertising.

Angela joined Hyundai in 2019 as a seasoned marketing executive with more than 25 years of experience. She has built a career on consumer-centric campaigns that build brands and drive business results. Before her appointment as CMO at Hyundai, Angela held positions at some of the country's largest advertising agencies, including Campbell Ewald, TBWA\Chiat\Day, Team One, Rapp, Doner, and FCB, with experience in automotive, healthcare, financial services and packaged goods industries.

Angela holds an MBA from the University of Southern California and a Bachelor of Arts degree in Communications and Advertising from California State University, Fullerton.

Angela was named to the Reuter's 2023 DRIVE Honours Empowering Women; Brand Innovators 2021 & 2023 Top 100 Women in Brand Marketing; Forbes 2021 & 2023 Top 50 Most Influential CMO List; The Choose Creativity Award 2023; Forbes 2023 Top 50 CMO Entrepreneurial List; Automotive News 2020 All-Star; Marketing, Automotive News 2020 100 Leading Women; and Ad Age's 2021 Leading Women.



Believe in yourself even in times of doubt. You know your strengths better than anyone else. Confidence is your best weapon for success."



Dr. Christiane Zorn
Head of Product and Portfolio Strategy
AUDI AG

Christiane Zorn's professional career started in 2007 with the Boston Consulting Group, where she worked as a consultant to the automotive industry as well as a mentor and recruiter while at the same time completing her doctorate.

Dr. Zorn joined the BMW Group in Munich in Product Management in 2013. In 2015, she assumed responsibility as Head of Product Management for the compact car segment China. A year later, she moved to China and took over the responsibility as Head of Controlling Sales Region China at the Beijing site until end of 2019.

In March 2020, Christiane Zorn joined AUDI AG as Head of Sales China/Hong Kong. In September 2020, she was appointed Global Head of Product Marketing.

Since March 1, 2023, Christiane Zorn is is Head of Product and Portfolio Strategy AUDI AG. In this role, Christiane Zorn is responsible for Audi's global product portfolio and product strategy, including the definition of the long-term product roadmap and product characteristics. On February 1, 2024, she was additionally appointed Head of Control Series and Module Management at AUDI AG.



Being passionate about cars since my early childhood - I can't imagine a more exciting job than creating the future of automotive mobility at Audi, anticipating the needs and wants our customers will have in the years to come."