

BILL RUSSO

TITLE: Founder & CEO, Automobility Limited

BIO: *Bill Russo* is the Shanghai-based Founder and CEO of Automobility Limited, a strategy and investment advisory firm helping its clients to create the future of mobility. His over 35 years of experience includes 15 years as an automotive executive, including 14 years of experience in China and Asia. He has also worked nearly 12 years in the electronics and information technology industries. He has worked as an advisor and consultant for numerous multinational and local Chinese firms in the formulation and implementation of their global market and product strategies.

In his current role, Bill advises start-ups, corporations and investors on how to maximize their participation in China's Automobility Revolution. In order to achieve success, he believes they must expand their focus from the product (the automobile) to the utility derived from the product ("automobility"), and create a business model and digital ecosystem optimized to provide digitally enabled solutions for both car owners and mobility services users.

Bill was previously the regional head of Chrysler in North East Asia, where he successfully negotiated agreements with partners and obtained required approvals from the China government to bring six new vehicle programs to the market in a three-year period, while concurrently establishing an infrastructure for local sourcing and sales distribution.

Mr. Russo has a Bachelor of Science in Chemical Engineering from Columbia University in New York, and a Master of Science in Manufacturing Systems Engineering from Lehigh University in Bethlehem, Pennsylvania. Mr. Russo is a highly sought after opinion leader on the development of the China market and the automotive industry.

BILL RUSSO

职位:

Automobility Ltd. 创始人及首席执行官

简介:

Automobility Ltd.是一家位于上海，致力于帮助客户在按需出行、智能化和个性化出行领域建立强大的生态系统的战略和投资咨询公司。Bill Russo先生是其创始人及首席执行官。他拥有超过35年的企业管理经验，其中包括15年的汽车领域以及近12年的电子信息技术产业的行业经验，在中国及亚洲从事了14年的汽车领域工作。他在众多跨国公司和中國本土企业担任顾问，为他们制定和实施全球化市场及产品的策略。

现在，Bill作为顾问，在如何最大化参与中国的出行革命方面，给予初创企业、成熟企业以及投资者指导。他认为，企业要取得成功，就必须将重点从产品（汽车）扩展到产品的效用（“出行”），并创建能够为车主以及出行服务用户提供最优化解决方案的商业模式和数字生态系统。

Bill曾担任克莱斯勒公司亚洲东北区副总裁。期间，他成功与合作伙伴谈判达成协议，获得了中国政府的批准，在3年时间里为中国市场引进6项汽车项目，并同时建立当地的基础设施及采购、销售体系。

Bill Russo 先生拥有美国哥伦比亚大学的化学工程科学学士学位及美国利哈伊大学制造系统工程科学硕士。他被认为是在中国市场和汽车行业发展方面首屈一指的意见领袖。