

Dr John Wormald

Director & co-founder of *autoPOLIS*

Author, speaker & advisor on the
Automotive Industry & Sustainable Mobility



No one has a more profound understanding of the automotive industry and its present challenges than Dr John Wormald. Regarded as a leading industry intellectual with 30 years of intimate involvement in the industry, he applies his mind to the future of the industry, the time-critical challenges it faces and the path we should take to achieve sustainable mobility.

Professional experience - original, independent insights

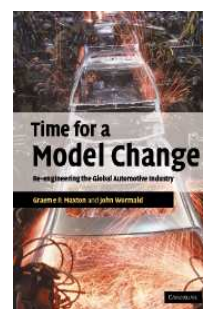
- John Wormald brings over 30 years' automotive industry experience.
- Independent, often outspoken commentator on global automotive issues.
- Writing, speaking and advising on global automotive strategy, global energy issues, climate change, sustainable development, the new automotive technologies, the European aftermarket, and EU automotive policy issues.
- Strategic advisor to vehicle manufacturers, suppliers, and distribution and service companies globally.
- Presentations and insight briefings to capital markets, legal and other service firms' client groups.
- Counsel to governments on their automotive industry policies.

Published books / papers and media - world-respected authorities

- Contributor to various television, radio and print media e.g. BBC, CNN, CNBC, Bloomberg whose views are regularly sought on the latest global developments in the industry.
- *Driving over a cliff? Strategy and analysis of the world's car industry* - 1994 - Addison Wesley Publishing, co-authored with Graeme Maxton.
- *Time for a model change* - 2004 - Cambridge University Press, co-authored with Graeme Maxton.
- Forthcoming book on the automotive industry's future in an age of environmental and energy constraints.

Time for a model change - challenging the industry about its future

- Sir Geoffrey Owen, former editor, of the *Financial Times* and now Senior Fellow of The Institute of Management, London School of Economics: *"A powerful diagnosis and an imaginative blueprint for reform. The industry and everyone who depends on it would do well to take notice"*
- Ratan Tata, Chairman, Tata & Sons: *"An impressive coverage of the global auto industry ... a must-read for everyone associated or interested in the auto industry, with important lessons for all auto companies, especially in the emerging markets with aspirations of becoming regional or global players"*



Dr. John Wormald Personal Bio-data:

- A highly respected for his insights and sharp perspectives. He stimulates debate and his audiences relish his provocative style. He has particular expertise in the environmental and energy debate, the new automotive technologies EU automotive issues and the global after-market.
- Co-founder of *autoPOLIS*, an automotive industry advisory service, he has provided economic and industry insight to many of the world's vehicle manufacturers, component suppliers, government agencies, financial institutions, including: Ford, Renault, Toyota, BASF, LeasePlan, Johnson Matthey, NGK, Tenneco, the European Commission and Parliament, and the governments of Australia, France, Malaysia and the United Kingdom.
- Previously with Booz•Allen & Hamilton, Renault and the Boston Consulting Group.
- He holds a B.A. in chemistry from Oxford, a Ph.D. from Harvard and an MBA from INSEAD.
- He is bilingual in French and English.

Sample *autoPOLIS* assignments - "*when they talk, people listen!*"

- Confidential personal briefing to the chief executive officer
- Briefing paper and presentation to board members at global headquarters
- Kick-off presentation and facilitation of a regional strategy and planning meeting
- Presentation and independent discussion leader at an alliance partners' gathering
- Special pre-dinner guest speaker at a CEO-CFO client servicing dinner debate
- Keynote speech at an annual national industry association conference
- Facilitation of working group sessions at a client off-site meeting

***autoPOLIS* client testimonials**

- *"You really helped to put us on the right track. We implemented all but one of your recommendations – and the omission was a mistake on our part"*
- *"Your recommendations formed the basis for the reorganisation of our European aftermarket business"*
- *"Thanks for helping us avoid an expensive mistake!"*
- *"Their in-depth knowledge and expertise means that when they talk, people listen! ... they handled questions very effectively and stimulated discussion and debate. Excellent!"*