

## Dr John Wormald

Director & co-founder of *autoPOLIS*

author, speaker & advisor on the global auto industry



### Professional experience - original, independent insights

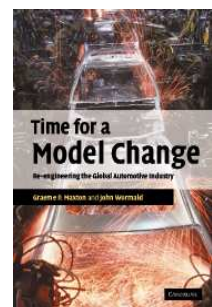
- John Wormald brings over 25 years' automotive industry experience
- independent, often outspoken commentator on global automotive issues
- writing, speaking and advising on global automotive strategy, European aftermarket, EU automotive policy issues, global energy issues, climate change and sustainable development
- strategic advisors 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 off a cliff? Strategy and analysis of the world's car industry* - 1994 - Addison Wesley Publishing
- *Time for a model change* - 2004 - Cambridge University Press, co-authored with Graeme Maxton

### 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"*
- The auto industry is enormously important, accounting for 11% of developed-world's GDP and one job in nine. It will be just as important to developing nations. Most of the industry has run out of growth. The biggest car companies face decline in the next ten years and few will be able to access the growing markets. It is not as global a business as many of the car makers have claimed and their strategies are flawed. The industry will shortly hit several social, ecological and environmental roadblocks. There is no option but change. And it is possible. There is a new and better model that can allow the industry to prosper. But it risks turning the strong today into the weak tomorrow. The industry is enormously important. The industry is now ripe for a "Fourth Revolution" John Wormald, 2005



### **Dr. John Wormald Personal Bio-data:**

- highly respected for his insights and sharp perspectives. He stimulates debate and his audiences relish his provocative style. He has particular expertise in EU automotive issues, the global after-market and the energy debate and alternative fuel technologies
- 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 and the governments of Australia, France, Malaysia and the United Kingdom
- was previously with Booz•Allen & Hamilton, Renault and the Boston Consulting Group
- John Wormald has 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!"*