

Global GAAC Summit - SMART Mobility

Analysis of the Current State of the European Automotive Industry

K. Krümmel
Senior Partner Automotive
Porsche Consulting GmbH, Stuttgart, Germany

The logo for Porsche Consulting, featuring the company name in a bold, black, sans-serif font.

Abstract

Coming Soon

Biography

Knut Krümmel is a seasoned leader in the automotive and mobility sectors with over 25 years of international experience driving transformation and innovation. A German national, he holds a degree in Chemical Engineering from TU Munich and an MBA from the Graduate School of Business in Cape Town. Before assuming his current role, he spent 20 years at **Porsche Consulting GmbH**, leading strategic initiatives across global markets,

References

Beyond the SDV Hype: What It Really Takes to Lead in the Next Generation of Automotive Innovation

J.-P. Gehrmann
Vice President of Marketing & Strategy
NXP, Hamburg, Germany



Abstract

Everyone's talking about software-defined vehicles, yet readiness for the future is still limited. The winners will be those who challenge conventional thinking and embrace the architectures and AI capabilities that will drive the next wave of automotive innovation. Join NXP's Jan-Philipp Gehrmann as he reveals what's at stake, what's working, and how to stay ahead in a rapidly changing landscape.

Biography

Jan-Philipp Gehrmann is Vice President of Marketing & Strategy for NXP Automotive. He is responsible for global marketing and the long-term strategy of NXP's automotive business. With over 20 years of industry experience he has held leadership positions across product management, marketing, sales, and strategy, including assignments in Shenzhen, China and Silicon Valley, USA, where he established NXP's automotive office and collaborated with leading mobility innovators. Jan-Philipp holds a degree in industrial engineering and business management, as well as an MBA from IE Business School. He is based in Hamburg, Germany.

References

Driving European Semiconductor Leadership: A Chiplet-Based Approach for the Automotive Sector

D. Hoffend
Business Director Automotive Sector
imec, Leuven, Belgium



Abstract

Coming Soon

Biography

Dieter Hoffend is Business Director for the Automotive Sector at imec, where he leads strategic initiatives in chiplet technology and edge AI for the automotive industry. Based in Munich, he joined imec in February 2025, bringing more than 30 years of international experience in semiconductors, automotive electronics, and business leadership.

Before joining imec, Hoffend built a distinguished career at Intel Corporation. He played a pivotal role in shaping Intel's entry into the automotive market, serving on a three-person team that launched the company's automotive strategy in 2005. This work set the foundation for Intel's efforts in in-vehicle infotainment, advanced driver assistance systems (ADAS), and autonomous driving, and became a model for the broader semiconductor industry's engagement with the automotive sector.

Hoffend went on to lead Intel's automotive sales in Europe, covering IT, connectivity, and Industry 4.0 and manufacturing solutions. He managed global relationships with major automotive OEMs and Tier-1 suppliers, driving significant growth and fostering long-term strategic partnerships. His leadership also extended to high-level collaborations with IT OEMs such as Hewlett Packard, Fujitsu Siemens Computers, and MEDION AG, as well as establishing Intel's Foundry Services Business Development organization.

Recognized for his ability to navigate complex markets and cultivate executive-level relationships, Hoffend has consistently delivered growth and innovation in highly competitive technology-based environments.

References

Topic Coming Soon

W. Yu
Vice President Automotive Product Marketing
MediaTek, Munich, Germany



Abstract

Coming Soon

Biography

Weizhi Yu is the Vice President of Automotive Product Marketing at MediaTek. He is responsible for leading automotive product and technical marketing in regional markets, automotive product planning and GTM (go-to-market) product scheduling.

Weizhi Yu joined MediaTek in Jan. 2024 from HARMAN International, where he directed various departments over 15 years, before transitioning to become Vice President of Engineering for Automotive Connectivity. In all, Weizhi Yu brings with him 25 years' experience in the automotive industry.

Weizhi holds an Electrical Engineering (EE) Master's degree from KIT(Karlsruhe Institute of Technology) in Germany, and an EE Bachelors' degree from Jiaotong University in China.

References

Topic Coming Soon

A. Aal
Semiconductor Strategy Volkswagen AG and
Chair of Europe GAAC
Volkswagen, Wolfsburg, Germany



Abstract

Coming Soon

Biography

Andreas (IEEE SM / CRP) drove the semiconductor strategy & reliability assurance activities within the E/E development at Volkswagen, Germany, for many years, concentrating on technology capability enhancement of most advanced nodes incl. improved HW integration schemes as well as optimization of power electronics for automotive applications. He temporarily joint CARIAD SE between 2020 and 2022 as a system architect and product security officer focusing on semiconductor and SW driven innovations.

Wearing always one shoe from the semiconductor industry and the other one from the car OEM, he became a strong representative of the through-the-supply-chain-joint-development and collaboration approach also being rewarded with the EDA Achievement award 2020.

He has 24 years of experience with and within the semiconductor industry, has authored/co-authored over 40 publications on reliability and has given tutorials at IEEE IRPS and IIRW as well as invited and keynote speeches during various conferences and conventions.

His early collaboration activities began already in 2007 becoming the chair of the German VDE ITG group MN 5.6 on (f)WLR, reliability simulations and qualification. He is currently also chair of the European chapter of the SEMI Global Automotive Advisory Council (GAAC), member of the coordination team of the corresponding "European platform for automotive semiconductor requirements along the supply chain" hosted by the VDE ITG and member of the Bmbf industry advisory board on cyber security.

Driving the disruptive automotive transformation process on a collaborative supply chain basis is one of his major passions.

References

TechLift: Smart Cargo Solutions Driving Semiconductor Supply Chain Excellence

M. Rodriguez Moreno
Head of Cargo Products
Qatar Airways, Cargo Products, Doha, Qatar



Abstract

The semiconductor industry demands precision, speed, and resilience in its supply chain. TechLift introduces a transformative approach to air cargo operations, leveraging advanced digital platforms and automation to optimize handling for high-value, sensitive components. This presentation explores how TechLift enhances visibility, reduces transit risks, and ensures compliance with stringent industry standards. Attendees will gain insights into how these innovations support the semiconductor ecosystem's growth while meeting sustainability and efficiency goals.

Biography

Miguel Rodríguez Moreno is Head of Cargo Products at Qatar Airways Cargo, where he drives global product strategy and innovation across the airline's specialised cargo portfolio. With over 20 years' experience in aviation and hospitality, he has led the launch of pioneering solutions such as TechLift, a product designed for the secure and efficient transport of semiconductors and capital equipment, and Aerospace, tailored for the precise handling of aircraft engines, parts and aerospace components. Miguel has overseen major initiatives including IATA CEIV certifications and the airline's COVID-19 vaccine readiness programme. He brings a truly international perspective to his role, enabling effective engagement with stakeholders across diverse markets. Miguel is an active member of the Advisory Board of Pharma.aero and Validaide as well as a member of the Perishable Cargo Working Group (PCWG) of IATA. Holding an MBA from the University of Barcelona and a Master's in Supply Chain and Logistics from Rome Business School, Miguel is committed to advancing customer-centric, sustainable, and technologically advanced air freight solutions worldwide.

References