The GENIVI Alliance Board and Officers

CHAIRMAN OF THE BOARD

Doug Welk

Chief Engineer, Advanced Infotainment & Driver Interface
Delphi Electronics & Safety

Doug Welk is the global Chief Engineer of the Advanced Engineering group supporting Delphi’s Infotainment and Driver Interface Product Business Unit. In this role, Doug is responsible for defining a technology strategy for automotive cockpit electronics and leading teams of engineers in creating an array of next-generation products for future connected vehicles. Current projects focus on the areas of open computing platforms, automotive apps, portable device connectivity, software defined receivers, intelligent transportation systems, and in-vehicle HMI. Doug graduated from Purdue University and holds both a Bachelor's and a Master's degree in Electrical Engineering. He began his career at the Delco Electronics division of General Motors, which later became Delphi Automotive and has been actively engaged in the development of key technology including Radio Data System (RDS) receivers, navigation systems, multiplexed data busses, and broadband data connectivity. Doug has several patents, intellectual property disclosures and technical papers in these areas.

PRESIDENT

Graham Smethurst

Head of Infotainment Architecture Design
BMW Group

Graham began his career in telecommunications, transferring to the automotive industry in 1989. During 11 years with Rover Group in the UK he was responsible for the successful delivery of many diverse projects ranging from embedded electronics to information technology solutions for vehicle diagnostics and electronic system design. From March 1998 to 2000 he was Head of Vehicle Information Systems at Rover Group. Following the sale of Rover by BMW Group in 2000 he transferred to BMW A.G in Munich to lead the development of the Car Communication Computer...
launched in the 5 series in 2003. Between 2003 and 2006 he led the team that defined the infotainment system launched in the new 7 series in 2008. Over the last 2 years he has been the BMW Group representative in an industry collaboration investigating the feasibility of alternative approaches to the delivery of automotive infotainment solutions. The target of the collaboration being a method to ensure the sustainable delivery of consumer based infotainment functionality within the technical and commercial constraints of the automotive industry.

VICE-PRESIDENT

Matt Jones

Technical Lead for Next Generation Infotainment
Jaguar Land Rover

Matt began his career in professional audio, before joining the automotive sector with Jaguar Land Rover in 2002. He led the deployment of rear seat entertainment and television across the range of vehicles, and was responsible for the relationship and launches of premium audio systems with Bowers & Wilkins and most recently Meridian Audio. Following on he has taken the lead on the Next Generation of Infotainment, managing the System Architecture teams and off-shore development centres. Outside of Jaguar Land Rover, Matt is a Chartered Electrical and Mechanical Engineer, being a member of both the IMechE and the IET.

SECRETARY

Kyle Walworth

Senior Manager,
Electronic HW/SW Architectures
Visteon

As senior manager of global hardware and software architectures for Visteon Corporation, Kyle Walworth is responsible for the designs of multiple product lines, including infotainment head units, instrument clusters, connectivity modules, analog/digital radios, climate control heads and amplifier systems. Walworth also manages the development of all infotainment-related subsystems including tuner and media. His background and experience provides a unique perspective on the complex electro-mechanical and software interactions in today's consumer electronic products.
Walworth has nearly 20 years of experience in automotive engineering and management. Prior to his current position, Walworth managed Visteon's electrical, mechanical and software design teams in the U.S., Mexico, China and India for the development of a radio head unit. He also led Visteon's core wireless function, a group responsible for integrating technologies such as 802.11a/b/g/n and Bluetooth® wireless functionality.

Before joining Visteon, Walworth worked for Ford Motor Co. and General Motors Corp. At Ford, Walworth held positions in product development focusing on electric vehicle power supplies and interior electronics. At GM, he worked in product development for cruise controls, instrument clusters, mass airflow sensors, throttle bodies and exhaust systems.

Walworth holds bachelor degrees in mechanical and electrical engineering from GMI Engineering and Management Institute (known today as Kettering University). He also earned a master's degree in electrical engineering - with a concentration in wireless and electro-magnetics - from Stanford University.

Visteon is a leading global automotive supplier that designs, engineers and manufactures innovative climate, electronic, interior and lighting products for vehicle manufacturers. With corporate offices in Van Buren Township, Mich. (U.S.); Shanghai, China; and Chelmsford, UK; the company has facilities in 26 countries and employs approximately 26,500 people.

TREASURER

Joel Andrew Hoffmann

Business Strategist,
Intel Automotive Solutions Division,
Intel Corporation

Joel Hoffmann is the Business Strategist for Intel's expanding Automotive Solutions Division. In this capacity, he leads the strategic focus for next generation automotive use cases, providing direction for silicon development that applies to cars several years out. He is also responsible for driving the infotainment group toward a common vision, which includes spearheading Intel's founding charter relationship with GENIVI, a key part of that future environment. Within GENIVI, Hoffmann has been involved since inception, developed the original name and branding concepts, and provides a gateway to the $40B of diverse interests being driven by Intel to advance innovation.

Since joining Intel Corporation in 2000, Hoffmann has been instrumental in establishing an early incubation of connected vehicles for DaimlerChrysler, now Chrysler, by promoting standards-based software and open hardware alignment. This activity continues with his leadership of Intel's
Connected Car vision.

With a background of sales, marketing and technical experience in automotive, telecommunications and consumer electronics, Hoffmann applies this diverse skill set to lead the GENIVI Marketing group, resulting in rapid growth of the alliance since launch.

**BOARD MEMBER**

**Gary Atkinson**

Director of Embedded Marketing
ARM Ltd.

As the Director of Marketing for the Embedded Segment, Gary is responsible for the growth in deployment of all ARM’s technology into the embedded space, including the automotive sector. He leads a worldwide team that has a particular emphasis on automotive safety, chassis control and EV/HEV management as well as how ARM’s technology can enable next generation IVI platforms. Prior to joining ARM in 2010, Gary had a few years setting up and working with start-ups in the telecare, video conferencing and home multimedia markets after spending the best part of 10 years in the Sales and Marketing group of Intel Corporation. At Intel, Gary held various technical, technical management, account management, brand management and market development roles. Gary holds a Masters Degree in Mechanical Engineering with a European language (Spanish). He likes to ski, scuba dive, dance and read but he doesn’t get to do much of any of those as he has 3 young children that take up all his free time.

**BOARD MEMBER**

**Eric Billiet**

Linux Open Platform Business Development
Infotainment and Navigation Group
Magneti Marelli

For the past three years, Eric has led the Linux Open Platform Business Development Group at Magneti Marelli in Torino. In this role, Eric is responsible for building and executing the road map for their Infotainment and Navigation System using the Linux OS and ecosystem. Current projects focus on the long term future of the business using GENIVI based software.

Eric started in the Automotive Industry twelve years ago focusing on industrialization of Cluster and Displays in the Magneti Marelli Electronic factory in France. After one year of worldwide deployment
of the first industrial platform for cluster production, he moved to the R&D area as Project Leader to ensure the deployment of the existing navigation system in the new car project. Eric was also responsible for the development of the first Magneti Marelli product including consumer GPU and HDD.

Prior to leading the Linux group, Eric was in China for two years to develop the local business and study localization of development teams.

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**BOARD MEMBER**

**Dan Cauchy**

Vice President of Marketing and Business Development, MontaVista Software, LLC

Dan Cauchy is the Vice President of Marketing and Business Development at MontaVista Software and is responsible for the development and execution of MontaVista's global marketing strategy and positioning. Dan oversees the product and go-to-market strategy, including the delivery of customer- and community-driven products and solutions focused on embedded Linux commercialization.

Prior to assuming the role of Vice President, Dan had responsibility for vertical market strategy, marketing and related business development and ecosystem development, which included Mobile/MID (Moblin, Android, LiMo), In-Vehicle-Infotainment (GENIVI) and Carrier/Service Provider. Prior to this, Dan led the product management team in the delivery of MontaVista's Mobilinux and Carrier Grade Edition products, which are now deployed in over 40 million devices worldwide.

Dan has over 18 years of experience in the telecom, data networking and mobile business with responsibilities ranging from product management and marketing to engineering management and product architectures. Prior to joining MontaVista, Dan was the Director of Product Management and BD at Atrica (acquired by Nokia-Siemens Networks). Prior to Atrica, Dan was the Director of Architecture and Strategy at BlueLeaf Networks, a tunable laser optical networking startup. He previously held senior management positions and engineering leadership positions at Cisco Systems and Newbridge Networks (acquired by Alcatel). Dan also held engineering leadership positions at Nortel.

In addition to GENIVI, Dan currently holds the position of Chairman of the Carrier Grade Linux work group at Linux Foundation and represents MontaVista at the SCOPE Alliance. Dan previously represented MontaVista at the LiMo Foundation, and was on the board of directors at the Computing Platform Trade Association.
Dan earned a Bachelor’s degree in Electrical Engineering (with a Computer Engineering major) from the University of Ottawa.

BOARD MEMBER

Rainer Oder
Managing Director
XS Embedded GmbH

Rainer Oder began his professional career at XSYS, Germany during his university time at the Fachhochschule Furtwangen. After spending time in Scotland focusing on 3D real-time programming, Rainer returned to Germany to finish his Diploma and earn a Master of Science degree. Rainer joined HARMAN Automotive Division and worked as a Software Engineer and System Architect for navigation applications. He gained experience in the North American Market during his time in Detroit, where he managed the navigation department for North America. After his return to Germany, Rainer successfully directed major OEM programs and broad current state-of-the-art programs to market. Today, Rainer is a Managing Director at XS Embedded, Germany.

BOARD MEMBER

Francois Ougier
Corporate Expert, Embedded Software For Infotainment and Driver Assistance
Renault

Francois Ougier joined Renault in 1994 in the Embedded Software Team of the Research department. He then led or contributed to research, advanced engineering, and standardization projects in various areas involving software products or tools like vehicle networks, embedded software modeling, systems engineering, CAD/CAM infrastructure, factory automation, vehicle project support, telematics and multimedia systems. He has been Architecture Team leader with the Automotive Multimedia Interface Consortium at the end of the 90's. He recently lead a team in charge of contributing to automotive software standards (mainly Autosar and Genivi), and of deploying them in advanced engineering and production projects (tools, methods, expertise). He then also acted as a project leader for a large French collaborative project building a development platform for Autosar-compliant systems. He currently occupies Renault's position of Expert for
embedded software in the infotainment, HMI and driver assistance domains.

After graduating from Ecole Polytechnique and Telecom ParisTech in Paris, he worked as a software engineer for a computer manufacturer, ending as Lead Software Architect for its high-end Unix computer cluster product line. His background and experience is in software, IVI systems, HMI engineering, and advanced engineering project and team management.

Philippe Gicquel
PSA Peugeot Citroën
General Manager for Connectivity, Telematics, Infotainment Modules

Philippe Gicquel has over 18 years experience in automotive engineering in several departments. He started his career in Sept 1992 in BIW& Equipments design department of Citroën where he has been in charge of doors, hood, tailgate design for "Xsara" model. He quit Citroën in 1996 and started for EDAG, a German company, specialized in automotive engineering. He was in charge of the French subsidiary of EDAG. At this time, EDAG designed as subcontractor the combi version of Peugeot 206. (206 SW) In September 2002, Philippe Gicquel went back to PSA Peugeot Citroën. After two years in charge of engine and road noise in the NVH department, he worked on vehicle development process and simulations tools, and then, in October 2006, started as General Manager for Safety and Durability Specifications and Tests. In Sept.2010, he took his actual position in Electrical and Electronic Systems Direction.

After graduating from "Ecole Centrale Paris" in June 1991, Philippe Gicquel worked for one year (as national duty) for French national agency in charge of atomic energy. (CEA)

John Lehmann
Sr. Marketing Manager, Embedded Automotive Solutions, Mentor Graphics

John Lehmann serves on the GENIVI Alliance Marketing Council and as Mentor's primary representative on the GENIVI Board of Directors. John has been successfully marketing to both
consumers and businesses of all sizes for over 25 years, including over 20 years experience in UNIX (The Santa Cruz Operation) and Linux system software (MontaVista, Embedded Alley, and now Mentor Graphics) for enterprise computing, consumer electronics, wireless handsets and embedded devices. He is a graduate of the University of California, Santa Cruz.