

KRISTIN SLANINA

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COO / CTO / CIO/ BOARD DIRECTOR • Future of Mobility Industry Leader

Leading Expert in Breakthrough Solutions that Transform Consumer Experience & Drive Profitability

Leader

Navigating key players, identifying beneficial partners and collaborators in the automotive ecosystem. Connecting the right people, technology, and engineering for exciting innovation.

Regulatory Affairs & Compliance Advisor

Create greenhouse gas and fuel economy regulations roadmaps based on complex business cases as required for compliance and for submission to the EPA and NHTSA.

Growth Strategist

Business model architect in emerging technologies for transformation into revenue-generating components. Propel start-ups from zero to millions and accelerate breakthrough business growth in every role.

"Voice of the Company" Spokesperson

Recognized by *Automotive News* as a subject matter expert and awarded as one of "60 Who are Steering Self-Driving Vehicles." Featured and quoted in more than 20 renowned publications. Invited as a panel member and speaker at many industry forums and automotive-related podcasts.

CAREER HIGHLIGHTS

- Orchestrated a ten-day, televised EV rally from NY to LA, with five different electric vehicles to "stress test" the system and critical data for mass-adoption capacity.
- Drove global revenue from \$0 to \$20M in the first year.
- Architect of Ford's overall mobility vision, shaping the corporate response to social, environmental, and economic decision-making
- Volunteer: mentor/coach to hundreds of career-aspiring women in the automotive industry.

Signature Strengths

B2B Relationship Builder
Growth Planning & Direction
Revenue Generation & ROI
New Technology Sourcing
Inspiration to Create a New Future

Consumer Experience Fulfillment
Regulatory Affairs & Compliance
Market Trend Analysis & Planning
Automotive Ecosystem Navigation
Multilingual in English, German, French

Shareholder-Value Focus
Marketing & Sales POV
Teambuilding & Mentorship
Positive, can-do attitude
Industry & Media Spokesperson

RECENT BOARD & ADVISORY LEADERSHIP HIGHLIGHTS

PUBLIC BOARD MEMBER • COMSTOCK INC • 2022–Present

Comstock technologies are designed to unlock and efficiently convert massive supplies of under-utilized natural resources into renewable fuels and electrification products that contribute to balancing global uses and emissions of carbon.

- Member of the Innovation, Compensation, and Governance Committee. The company is completely redefining itself.

PUBLIC BOARD MEMBER • VELODYNE LIDAR • 2021–Present

Velodyne Lidar provides smart, powerful lidar solutions for autonomous vehicles, driver assistance, delivery solutions, robotics, navigation, mapping, and more.

- Member of the Compensation Committee and the Nominating/Governance Committee. The new CEO started Nov 2021.

ADVISORY BOARD MEMBER, • THIRDWARE • 2021–Present

Private 25 yr old IT company in which Ford has had a 20% equity stake since 2001. As of March 2022, bought by Tech Mahindra.

- Transform the current business model into new technology areas such as connected car, software and IoT.

BOARD MEMBER • MIT ALUMNI ASSOCIATION (Elected 3-year position) • 2008–2010

Develop strategies and set policies in collaboration with MIT Alumni Association CEO, staff, and volunteer alumni and alumnae.

- As a dedicated MIT Alumni Association member, elected to serve a 3-year term on the Alumni Association Selection Committee (AASC) to recruit, evaluate, and select nominees for roles of president, president-elect, and term directors.

EXECUTIVE SUCCESS & VISIONARY IMPACT

CHIEF INNOVATION OFFICER (CIO) • Parkmyfleet • Charge Across America (CAA) • March 2021 - Present

Changing the way we move by creating mobility hubs for electric, connected, autonomous, and multimodal transportation and fleets. Accelerating change for the future of mobility:

Managing Director, Executive Producer: produced televised 10-day rally from NY to LA with five electric vehicle teams: *Charge Across America*. Finding critical gaps for mass adoption and outlining Best in Class infrastructure / bi-directional charging.

COO • TRUECAR • 2020–March 2021

Automotive pricing and information website for new and used car buyers with a network of over 10K dealers and \$250M revenue with over 550 partners.

Head of a newly formed Solutions group (Dealer, OEM, Affinity Partners, Strategy) for next-phase business growth, inspiring distinctive architecture of a new end-to-end marketplace experience.

CHIEF TRANSFORMATION OFFICER (CTO) • THIRDWARE • 2019–2020

Multinational IT consulting firm specializing in analytics and collaborative solution layers.

Spearheaded growth strategies and collaboration with start-ups. P&L owner of Emerging Technology Group, leading modifications to AI/machine learning, blockchain, and IoT.

- **Drove and forged connections with a projected value of \$50+M.**
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EXECUTIVE DIRECTOR • AUTOMOTIVE & TRANSPORTATION • EY • 2015–2019

Big 4 consulting firm providing financial audit, tax, consulting, and advisory services to clients.

Launched and led EY's mobility team, advising clients on the future of mobility and smart cities by integrating innovation, ecosystems, and strategic frameworks. Defined new mobility business models and scaled business for a blockchain platform to host the future mobility ecosystem.

- **Ignited revenue from \$0 to \$20M in the first year.**
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DIRECTOR FUEL ECONOMY / GREENHOUSE & PROPULSION • FCA • 2013–2015

One of the large automobile manufacturers with \$123B in revenue (2013).

Restructured the propulsion strategy organization and defined the fuel economy and greenhouse gas strategy. Developed a long-range propulsion strategy to meet future regulatory and customer needs.

- **Saved 10% on fuel economy and brought projected launch costs down by 50% on technology implementation.**
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VARIOUS ROLES • FORD MOTOR COMPANY • 1992–2013

GLOBAL PROJECT MANAGER – BLUEPRINT FOR MOBILITY (2012–2013)

Promoted to architect Ford's global Future of Mobility strategic plan. Conducted in-depth research, formed strategic partnerships, and proposed business models, products, and technologies to address key macro societal and environmental issues, including global gridlock.

GLOBAL PRODUCT PLANNING & STRATEGY MANAGER (2004–2012)

Directed 3 planning and strategy functions, leveraging engineering skills, business acumen, marketing, and customer value. Created the near, mid and longterm technology roadmaps for global Research.

DIRECTOR – FORD / MIT ALLIANCE (2002–2004)

Enhanced the company's research portfolio to identify and create promising advanced technology opportunities and build new relationships between Ford and MIT. For 20 yrs, led recruiting efforts at the MIT career fair that lead to high-caliber candidate selection.

POWERTRAIN ENGINEER (1992–2002)

Acquired 10 years of core engine experience, including 3 years as a cylinder-head component engineer. Spent 3 years in Cologne, Germany, becoming semi-fluent in German (self-taught). Also, spent 2 years in the Ford College Graduate Program.

- **Implemented a new methodology for managing model year changes deemed as Best Practice after launching the 1999 4.0L engine at the Cologne Engine Plant**
 - **Earned distinction as the first woman on an all-male company soccer league with 30+ teams.**
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Early Career: Disk Drive Manufacturing/Design Engineer, Digital Equipment Corp. • MIT Intern Program, Admitted to the distinguished multiyear summer program; completed Master's Thesis: *Factors contributing to stiction in high-performance disk drives.*

EDUCATION

MS & BS, ME, minor in French;
Master's Thesis: Tribology
Massachusetts Institute of
Technology, Cambridge, MA

PUBLIC BOARD DIRECTOR

Velodyne Lidar
Comstock, Linico Corporation

BOARD MEMBER

Michigan Council of Women in
Technology, Mentoring Committee
Planet M Board, Michigan Economic
Development Corporation
ERB Institute, Ross School of Business
& School of Environment &
Sustainability, University of Mich
Sustainable Mobility & Accessibility
Research & Transformation (SMART),
University of Michigan
MIT Alumni Board (3-year term)

AWARD RECIPIENT

"60 Who are Steering Self-Driving
Vehicles" (Automotive News, 2016)

START-UP BOARD ADVISOR

Road.Travel – Offers end-to-end
booking/options for road trips.
Parkofon – Connects people to parking
spaces for a flat-rate fee.

ACTIVE MEMBER

Mogul, Inforum, MCWT
Automotive Women's Alliance
Foundation (AWAF)

SPEAKER AND PANEL MEMBER

Shift Mobility (2022)
Automotive News Europe Congress
(2016 & 2017)
Automobility Conference (2016)
Stora Bildagen (Stockholm, 2016)
Automotive World (2019)
TU Automotive (2018)
Univ. of Michigan Automotive Futures
Technical Series (2019)

SPOKESPERSON

Reuters | Bloomberg | Automotive
News | Financial Times – Featured in
more than 20 publications.

PODCAST GUEST

"CAA Insights" (Auto News 2022)
"Mobility Strategist,"
(managermirror.com, 2020)
"The Future of Smart Mobility,"
(tuckerellis.com, 2019)
"Helping-Carmakers Remodel for
Mobility," (AutoBeat, 2016)

COMPETITION JUDGE

Global Automotive & Mobility
Innovation Challenge (2018)
MIT's "Drive It" Competition (2017)