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Global Business Development Battery Systems

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Abstract

How battery systems can shape the future mobility

The climate crisis becomes the basis for a new global identity and for the next generation it is already natural to push for the 1,5C° goal and CO2 neutrality, it has nothing to do with a green lifestyle. In her presentation, Christin-Marie will look on how battery systems can be used to meet the targets for a sustainable future and how the requirements for an affordable, scalable and sustainable technology look like. She will talk about various KPI's, introduce the path of Webasto to an affordable and scalable E-Mobility. The Business Unit Battery Systems focuses on a two pillar strategy: Individualized Battery Systems for large OEMs and Standardized Battery Systems for commercial vehicles and off-road OEMs. Webasto is committed to an electro-mobile future and brings together many years of automotive industry expertise, an agile start-up character and an exceptional employee culture in the development of battery systems, which shape the future of mobility.

About Christin-Marie Boudgoust

Studied Business Administration at the Cooperative State University Karlsruhe, Germany, worked for an automotive supplier of electrical heating systems and moved to Shanghai, China, in 2012, where she was responsible as General Manager for the build- up of the China

business. In 2016 Christin-Marie moved back to Munich, Germany, to work as a Key Account Manager at Samsung SDI, responsible for Cell and Cell modules. In 2017 she joined Webasto to support the battery activities with her expertise, responsible for Business Development in Europe and acquired the first battery project for Webasto from a large OEM. Since April 2021 she is responsible for Global Business Development of the business unit Battery Systems and continuously working to develop new business opportunities.

About Webasto:

The Webasto Group is a global innovative systems partner to the mobility industry and one of the 100 largest suppliers to the automotive sector worldwide. The company's offering includes in-house developed roof, heating and cooling systems for various types of vehicles, batteries and charging solutions for hybrid and electric vehicles, and additional services related to thermal management and electromobility. Among the customers of Webasto are manufacturers of passenger cars, commercial vehicles and boats, as well as dealers and end customers. In 2020, the Group generated sales of around 3.3 billion euros and employed more than 14,000 people at over 50 locations. The headquarters of the company, which was founded in 1901, is located in Stockdorf near Munich (Germany). For more information please visit www.webasto-group.com.