

eMobility Strategy & Marketing

An Introduction
October 2024

Minority Owned & Operated Small Business

A C C E L E R A T I N G Y O U R G R O W T H

E M O B I L I T Y S T R A T E G Y & M A R K E T I N G

Executive Summary



The Electrification Of Mobility (land, air & marine), AI, Autonomous Driving, Shared Mobility, Vehicle Connectivity, Lightweighting, 3D Printing, Software Defined Vehicles, Sustainable Manufacturing...

All these trends are drastically changing the revenue potential, the profitability profile, and business operations complexity for companies in the mobility ecosystem and in adjacent markets.

I want to help customers that don't have the time or resources to teach consulting companies on their business, that have limited industry knowledge, that have limited marketing / strategy bandwidth, that have complicated OE/aftermarket operations, and have a need for quick decisions & actions.

The solutions that I provide will be cost effective, organization-specific solutions, executable strategies, with a holistic approach.

My favorite problems to solve are around defining the best growth opportunities, prioritizing investments, developing effective go to market plans, and balancing portfolios. On the marketing side, I excel in market & customer understanding, strategic planning & execution, customer engagement & acquisition, and customer relationship management.

A C C E L E R A T I N G Y O U R G R O W T H

E M O B I L I T Y S T R A T E G Y & M A R K E T I N G

Why eMSM?



What's My Background?

Developing, Selling & Executing Marketing Strategies for decades in the eMobility, Automotive & Battery industries

What Problems Do My Customer Have?

Budget constrains, unable to "train" consulting companies on business, limited industry knowledge, complicated operations, need for quick decisions & action

How Do I Solve My Customer's Problems?

Cost Effective, Organization-Specific Solutions, Industry Expertise, Holistic Approach

What Is My Value Proposition?

Deep Industry Knowledge, Whole System View of Industry, Global Perspective, Go to Market Execution & Marketing leadership

What Are My Focus Sectors?

From Tier 2 Suppliers, to Tier 1 Suppliers and Battery Cell makers, to Automakers and EV Startups, to the Aftermarket & EV charging, to Recycling

What Are The Problems I Solve?

- Identify Customer Needs, Pain Points & Growth Drivers, Define Optimum Marketing Strategy, Customer Engagement & Accelerate Demand, Optimize Marketing Investments & Activities, Scaling Up Marketing Activities, Balancing Global vs. Regional Marketing Needs
- Defining opportunities, prioritizing opportunities, strategy development, Go To Market planning, strategic initiative execution, scaling marketing, balancing portfolio

Who Are The Customers I Serve Best?

Smaller organizations, with limited strategy and marketing resources, operating primarily in NA & EU, looking to accelerate their growth

Who are the Key Customers I've worked with?

Automakers, Commercial Vehicle OEMs, EV Startups, Tier 1 Suppliers, Battery Makers, Tier 2 Suppliers, EV Charging Startups

What Have Customers Accomplished With My Support?

Revenue acceleration, market share gains, win rate improvements, funnel speed increase, investment optimization, reduced time to market, optimized portfolio

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What Are The Problems I Solve?



Raul Arredondo, Principal Consultant

PROFESSIONAL EXPERIENCE

- 10+ years of global marketing experience
- 20+ years experience in Automotive, including over a decade working at OEMs
- Focus Areas: B2B Marketing, Product Marketing

HIGHLIGHTS

- Patents on Vehicle Electrification
- Go To Market execution in NA, EU, China, and Brazil
- Worked & lived in Mexico, Italy, France and USA
- Ability to communicate in 6 languages

EDUCATION

- MBA in Marketing & Strategy – Northwestern University
- BS Industrial Engineering, minor in Manufacturing – Tec de Monterrey



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What is My Value Proposition?



Decades of Developing, Funding & Executing strategies



Over a decade leading Global B2B marketing activities & teams

- Strategy to Planning to Budgeting to Execution to Sales Enablement



Over a decade leading the development & execution of global Go to Market plans



Decades of eMobility industry expertise with key ecosystem entities

- OEMs, Tier Suppliers, Battery Makers, Aftermarket



Global perspective, able to connect the dots across the diversity, extensive international work experience



Whole-system view of eMobility industry with experience in key functional areas

- Strategy, Marketing, Product Management, Commercial Operations, Manufacturing, Industrial Automation, Industry 4.0



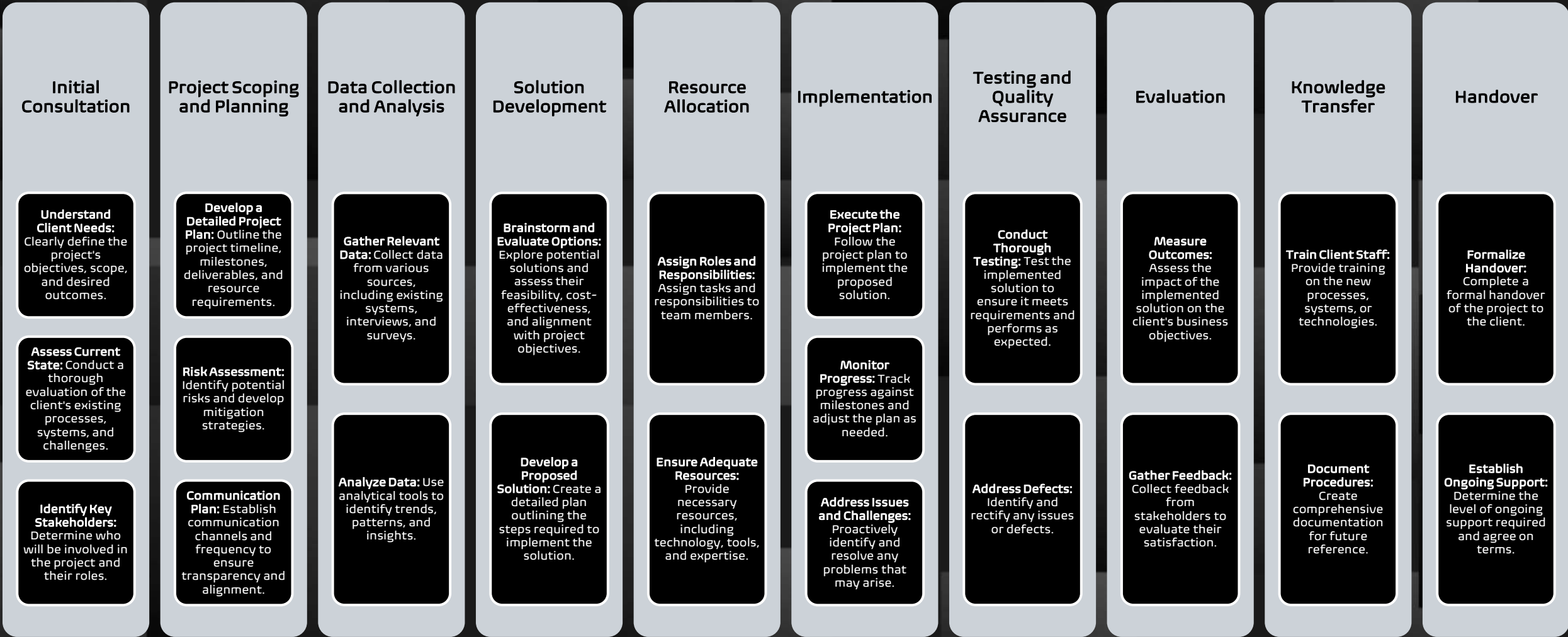
Experienced in developing frugal & customized solutions

- Solution definition including SW, HW and/or Services
- Optimized for Make vs. Buy vs. Partner

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Typical Engagement Process



What Problems Do My Customer Have?



- Large consulting firms are expensive, require large number of internal resources, and are (generally) not industry specialized



- Organizations lack strategy / marketing bandwidth and/or deep industry knowledge
- Insufficient or inefficient processes, with a lot manual work



- Automotive & battery industries converging while simultaneously rapidly changing
- Growth requires quicker decisions & go to market execution



- Business operations complexity increasing with move to EV while maintaining ICE aftermarket

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How Do I Solve My Customer's Problems?

1

Deep Industry Expertise

- Specialized in eMobility ecosystem
- Thought Leader in Automotive & Battery

4

Organization-specific Solutions

- Customer Obsessed focused on frugality & value creation
- Optimized for Make / Buy or Partnerships
- Global Awareness with Localized Approach

2

Sense of Urgency

- Agile & Adaptable marketing expert
- Quick engagement for quick decisions

5

Holistic Approach

- End to End view of your organization
- Experience in SW, HW and Services marketing actions

3

Personalized Engagement

- Collaboration centered in Trust, Respect, Empathy
- Open & Proactive Communication
- Active Stakeholder expectation management

6

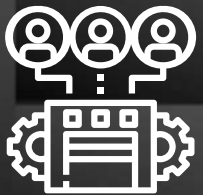
Executable Strategies

- Expert in Go to Market planning & execution
- Accomplished Project Manager
- Skilled in defining Goals, KPIs, Key Assumptions & Risks
- Experienced in Lean & 80/20 principles

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Who Are The Customers I Serve Best?



Small Tier 1 suppliers or a Tier 2 automotive suppliers, with limited strategy / marketing resources, HQ'ed in NA, EU or AP



Small Private Manufacturing companies, without dedicated strategy / marketing resources & very limited industry expertise, operating in NA or EU



Early-stage Startups in the Battery or eMobility space, without dedicated strategy / marketing resources, and limited industry expertise



eMobility ecosystem organizations needing to temporarily increase their Go to Market or Marketing capability, operating in NA or EU



Independent Aftermarket companies, with very limited strategy / marketing resources, and limited industry expertise, operating in NA

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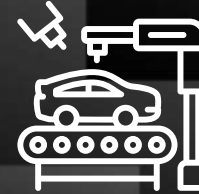
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What Have Customers Accomplished With My Support?



Tier 1 Suppliers

- >\$17.4 million revenue growth in FY
- >10.2% CAGR (3 years) revenue growth
- >\$0.11 billion YoY global revenue growth



Automotive OEMs

- >\$0.41 billion YoY revenue increase



Commercial Vehicle OEMs

- 68% reduction in dealership POS without revenue reduction



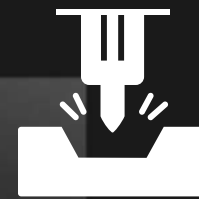
Startups

- <9 months for complete Product Market Fit
- <2 week for complete Series A Pitch Decks



Other Tier Suppliers

- >21.1 % CAGR (3 year) revenue growth
- >4.1% global market share increase in 2 years



Tier 2 Suppliers

- >\$3.1M new business revenue

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Who are the Key Customers I've worked with*?

*list excludes Startups under NDA



DAIMLER TRUCK



MESNAC



KUKA



STELLANTIS

HONDA



LUCID



RIVIAN



TESLA



CATERPILLAR



Bobcat

Kubota



KOBELCO



INNIO



SIEMENS ENERGY

SIEMENS

Gamesa RENEWABLE ENERGY

ACCELERATING YOUR GROWTH

EMOBILITY STRATEGY & MARKETING

What are My Focus Sectors?

Raw Material



Tier 2



Tier 1



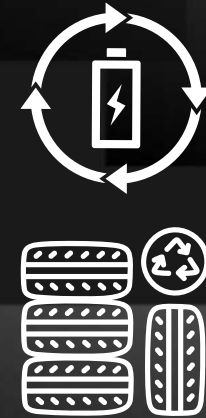
OEMs



After Sales



Recycling



Energy



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What are My Focus Sectors?

Mining

- Surface Eq.
- Underground Eq.

Metal Fabrications, Castings, Forging

Machining

- Automation / DX
- Supplier Development

Batteries

- Lead Acid
- Lithium Ion
- Bipolar
- Automation / DX

Battery Cell

Mechanical Components

- Vibration Mgmt.
- Power Transmission

Engine / PT

- 2 & 4 Stroke
- Turbo, Supercharger

Vehicle

- Manufacturing
- Automation / DX
- Supply Chain
- V2X
- Electrification

Off Highway CV

- Stamping
- Welding & Chassis
- Body & Paint
- Assembly
- Automation /DX

On Highway CV

- Stamping
- Welding & Chassis
- Body & Paint
- Assembly
- Automation /DX

Aftermarket

- Dealer Network
- Independent AM
- Distribution

EV Charging

- Infrastructure
- HW

Renewable Energy

- Wind, Hydro, Tidal
- Micro Grid

Generators

- Diesel Engine
- Mobile & Fixed
- Micro Grid

Battery Recycling

Tire Recycling

Forestry

- Agricultural Eq.

Tires

- Automation / DX
- Machine Learning

What Are My Focus Areas?

Vehicle
Connectivity –
V2G, V2V, V2I

The
Electrification Of
Mobility (land,
air & marine)

Batteries &
Battery
Technology

AI, ML, IIoT

Lightweighting

3D Printing

Software
Defined Vehicles

Sustainable
Manufacturing

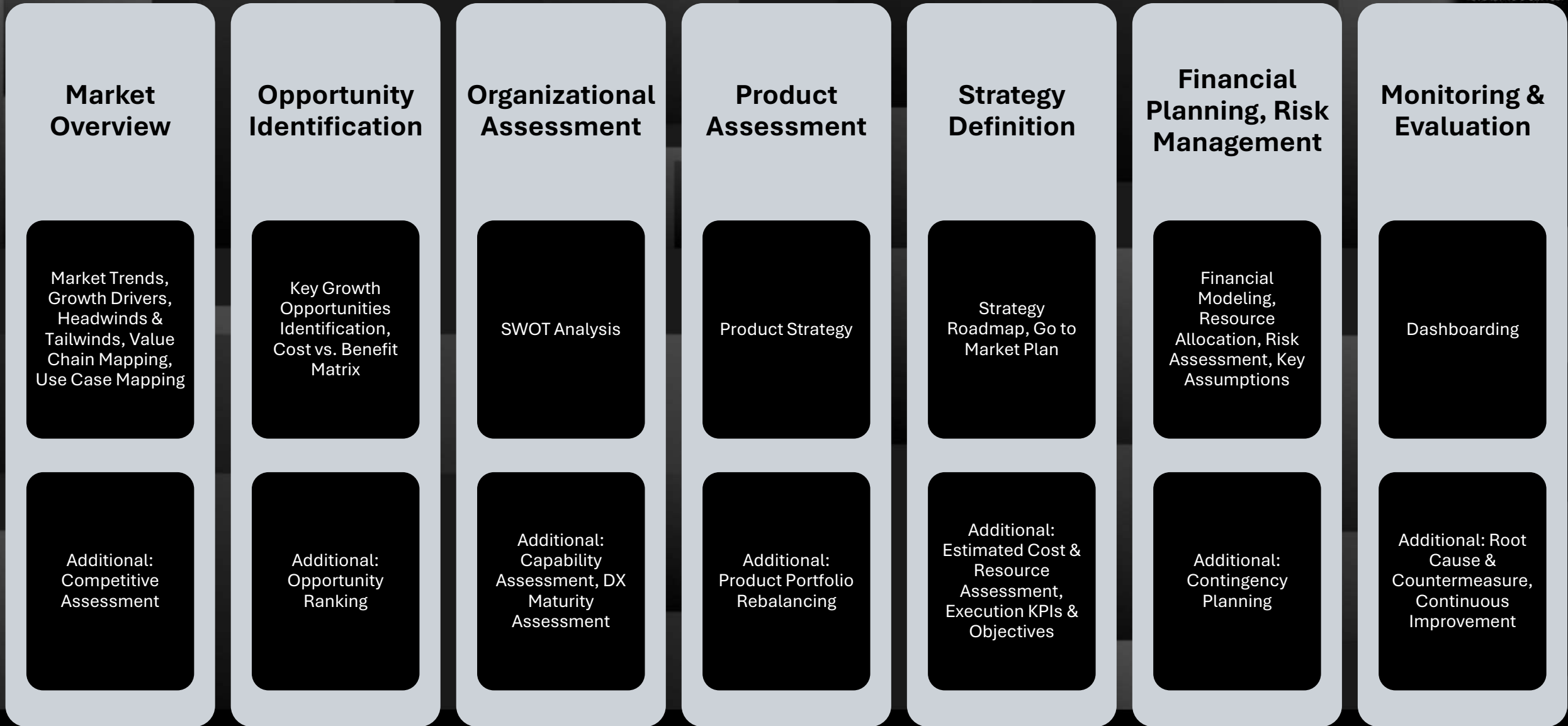
Digital
Transformation

Industrial
Automation

A C C E L E R A T I N G Y O U R G R O W T H

EMOBILITY STRATEGY & MARKETING

Strategy: What Are The Key Services I Offer?



Strategy: What Are The Key Services I Offer?



1. Market Overview
2. Market Trends
3. Growth Drivers
4. Headwinds & Tailwinds
5. Value Chain Mapping
6. Use Case Mapping
7. Competitive Assessment
8. SWOT Analysis
9. Capability Assessment
10. Key Growth Opportunities Identification
11. Cost vs. Benefit Matrix
12. Opportunity Ranking
13. Strategy Development
14. Go to Market Planning & Execution
15. Estimated Cost & Resource Assessment
16. Execution KPIs & Objectives
17. DX Maturity Assessment
18. Product Portfolio Rebalancing
19. Product Strategy
20. Fractional Strategy

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Strategy: What Are The Questions I Answer?

Strategy

What are the best Make vs. Buy vs. Partner opportunities ?

How to Ranking & Prioritizing Growth Opportunities?

What is the best Strategy for Accelerated Growth for the Organization?

What is the most Efficient & Effective Go To Market Activities?

What are the key Strategic Initiatives to Meet the Business Goals?

How do you Balance EV OE Vs. ICE Aftermarket needs and opportunities?

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Thank You!



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