

# 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.

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# 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?

## Marketing

Identify Customer Needs, Pain Points & Growth Drivers

Define Optimum Marketing Strategy & Plan

Improve Customer Engagement & Accelerate Demand

Optimize Marketing Investments & Activities

Scaling Up Marketing Activities

Balancing Global vs. Regional Marketing Needs

# 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



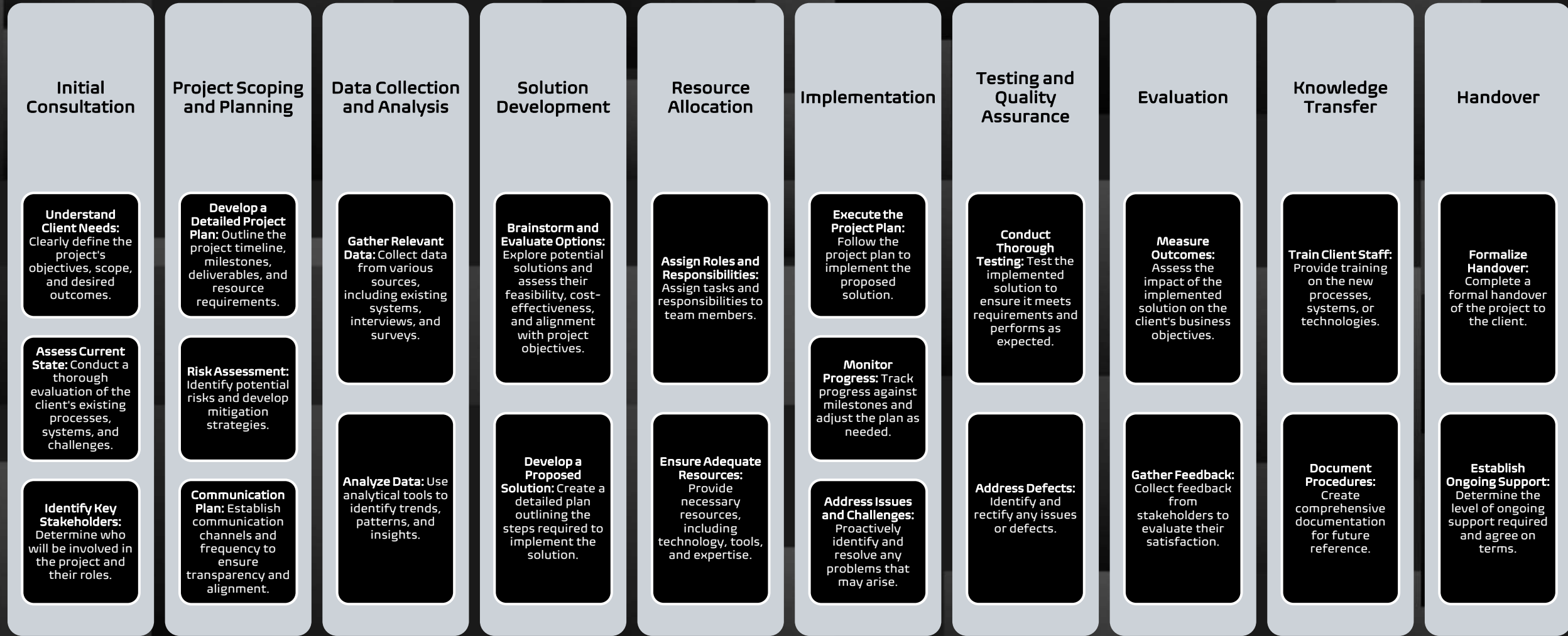
Experienced in developing frugal & customized solutions

- 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

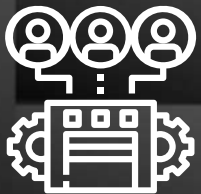
## Executable Strategies

- 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



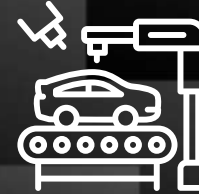
Independent Aftermarket companies, with very limited strategy / marketing resources, and limited industry expertise, operating in NA

# 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



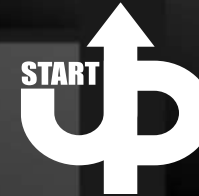
## Automotive OEMs

- >\$0.41 billion YoY revenue increase



## Commercial Vehicle OEMs

- 68% reduction in dealership POS without revenue reduction



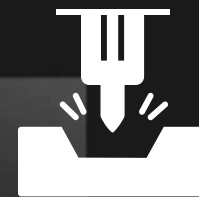
## Startups

- <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



ACCELERATING YOUR GROWTH

EMOBILITY STRATEGY & MARKETING

# What are My Focus Sectors?

Raw Material



Tier 2



Tier 1



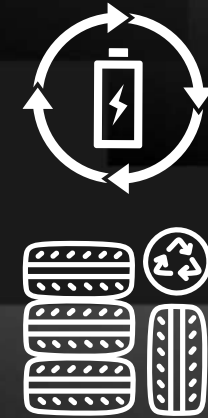
OEMs



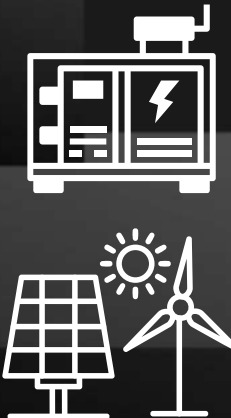
After Sales



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

## Tires

- Automation / DX
- Machine Learning

## 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.

# 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

# Marketing: What Are The Key Services I Offer?

## Market & Customer Understanding

Market Trends, Growth Drivers, Headwinds & Tailwinds, Competitive Assessment, Buyer's Journey Definition, Persona Definition & Prioritization

**Additional:** Customer satisfaction surveys, social listening, market research

## Strategic Planning & Execution

Marketing Strategy, SWOT Analysis, Go to Market Planning & Execution, Marketing Execution Objective & KPIs, Marketing Dashboarding, Root Cause, and Countermeasure

**Additional:** Budget development, marketing calendar development, competitor analysis

## Customer Engagement & Acquisition

Marketing Campaign Definition & Management, Content Creation, Brand Strategy & Management, Sales Enablement, Buyer's Journey Definition, Persona Definition, Value Proposition, Positioning

**Additional:** Content marketing planning and distribution, social media marketing, email marketing

## Customer Relationship Management (CRM) & Measurement

CRM Management, Dashboarding, Analytics & Insights

**Additional:** Lead nurturing, customer segmentation, customer lifetime value analysis

## Growth Activities

Fractional CMO services

**Additional:** Product management, new product development, marketing automation tools implementation

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# Marketing: What Are The Key Services I Offer?



1. Market Trends, Growth Drivers, Headwinds & Tailwinds
2. Marketing Strategy
3. Competitive Assessment
4. SWOT Analysis
5. Buyer's Journey Definition
6. Persona Definition & Prioritization
7. Go to Market Planning & Execution
8. Marketing Execution Objective & KPIs
9. Marketing Dashboarding, Root Cause, and Countermeasure
10. CRM Management, Dashboarding, Analytics & Insights
11. Marketing Campaign Definition & Management
12. Content Creation
13. Brand Strategy & Management
14. Sales Enablement
15. Product Marketing
16. Fractional CMO

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# Marketing: What Are The Questions I Answer?

## Marketing

What are the most valuable Unmet Needs?

What is the Optimum Marketing Strategy & 5P's?

How to improve Customer Engagement & Accelerate Demand?

How do optimize Marketing Investments & Activities?

How to quickly scale up Marketing Activities?

How to Balance Global vs. Regional Marketing Needs?

# Thank You!



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