

# SPEAKERS

## TELEMATICS VALLEY CONFERENCE 2010



### *Trent Victor, PhD, Researcher, VtechSafer*

Trent is currently working as Senior Specialist in Safety Analysis and Human Factors at Volvo Technology, a research and innovation company in the Volvo Group. In addition he is Competence Area Leader for Road User Behavior at SAFER vehicle- and traffic safety centre at Chalmers technical university. Trent has formal training in psychology (specialized in attention, vision, perception, eye-movements), computer science, human factors, and human-machine interaction. Trent has held various positions at Volvo Technology since 1996 including Product Area Manager for Driver & Work Environment, and Group Manager for Cognitive Ergonomics.

Trent has over 15 years work experience in design and evaluation in the field of Intelligent Transportation Systems, from research to product introduction phases, especially on In-Vehicle Information Systems and Advanced Driver Assistance Systems, and most specifically on Driver Awareness Products. Trent holds over 10 patents or patent applications within the product areas of real-time distraction countermeasures, drowsiness alert, interaction support (workload management), attention-sensitive driving support, impairment detection, and distraction evaluation tools. He has been responsible for the spin-off of a computer vision eyetracking company where he sits on the board of directors. Trent is the author of more than 30 publications including journal articles, conference papers, book chapters, technical reports.

- Specialist in Safety Analysis and Human Factors at Volvo Technology, a research and innovation company in the Volvo Group
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- PhD in Psychology (specialized in attention, vision, perception, eye-movements), computer science, human factors and human-machine interaction.



### *Michael L. Sena, VP European Development, Hughes Telematics*

Michael is an internationally recognised expert in telematics, digital map databases, location-based services and navigation. He has owned and run a successful consulting practice since 1983, in the United States until 1992, and in Sweden from 1993 with clients in the automotive, software, system development, service and geographic database industries. Michael worked for AB Volvo from 1993-96 with responsibility for navigation, traffic information and fleet management data activities. He was an expert delegate to both the European CEN and ISO standards committees, was chairman of the ERTICO Committee on Digital Map Databases, and has participated in and managed Intelligent Transport Systems international projects.

Since November 2008 he is responsible for the expansion of Hughes Telematics systems and services into Europe.

He is the author of *Beating Traffic: Time to Get Unstuck*, combining his experience with the dynamics of transportation and his background in architecture and planning.



*Torbjörn Rosenquist, Senior Industry Consultant  
Manufacturing, EMEA*

Torbjörn Rosenquist has worked in the automotive industry for ten years, focusing on areas like PLM, product centered analytics, embedded electronics and electrical systems, process development in product development and manufacturing, and also development of product-based services for manufacturers.

In Teradata, he works with automotive and high-tech customers in the above mentioned areas, focusing on building strategic, profitable projects and programs for analytics, where the new capabilities of product generated data and telematics enhance functionality, quality and profitability of products.

A focus of the automotive industry today, in an era of mass customization, there is an explosion of data to manage and analyze from products. The increasing complexity of the products leads to the needs of new ways of looking at data. The multi-brand, shared platform automotive manufacturers with complex supply chains needs to drive analysis to the edge to stay competitive.

In Teradata, Torbjörn focuses on:

Product Lifecycle Management – Making product data available in operations, but also in tactical and strategic analysis. This also includes how to feed back product performance in the context of product data, to be able to improve products and increase profitability.

Early warning system for failure – analysis and prediction of failure in products and how to counteract to enhance the customer experience of the product.

Warranty and quality analysis – analysis of warranty and quality costs

Torbjörn Rosenquist has an MBA in International Business from Chalmers University, an MSc in Information Technology (Computer Aided Engineering) from Edinburgh Napier University and a BSc in Mechanical Engineering from Jönköping School of Engineering.



*Jens Greve, Senior Business Advisor, Develoco AB*

Jens Greve is an independent business advisor with more than 10 years experience from mobile applications development and sourcing programs for Sony Ericsson mobile phones. He was part of the team creating Sony Ericsson's global developer program in 2001 and has overseen all aspects of a global developer program, including heading up the program and expanding the program into India, China and US.

Jens has also worked as Partner Manager with global responsibility for managing the content sourcing of mobile applications and has launched several Application Stores initiatives. Prior to Sony Ericsson, Jens worked with Ericsson and IBM. Jens has been a speaker and moderator at various mobile industry events, including the Game Developers Conference (GDC), Wireless Developer Forum, Great Indian Developer Summit and UIQ Fast Track events.



*Per Lindberg, Telenor, Business Manager*

Per is currently responsible for Business Development in the Automotive area at Telenor Connexion. He has 15 years of experience from the Automotive and Telecom industries and has held various positions in engineering and marketing. Among others, he has been responsible for Infotainment and Telematics product planning at Saab Automobile. Per has a degree in engineering from the university of Trollhättan/Uddevalla.



*Stefan Engels, Director Business Development, Intermap Technologies*

Stefan Engels brings more than 15 years' experience as a general manager and international key account manager for PTV AG (formerly MAP&GUIDE GmbH), Motorola Enterprise Mobility, ReBASE International Group, Deutsche Telekom, DaimlerChrysler Services, and UPS Deutschland. Stefan serves in the automotive division of Intermap Technologies as the director of business development for Europe, Middle East and Africa (EMEA).



*Phil Wainwright, Director, Procullux Ventures*

Since 1998, Phil Wainwright has been a thought leader in cloud computing as a blogger, analyst and consultant. His newest role as an industry advocate is as vice-president of EuroCloud. He is best known for his Software as Services blog on ZDNet, and also blogs on The Connected Web at eBizQ, covering topics from cloud to social media. As CEO of strategic consulting group Procullux Ventures, he has developed an evaluation framework to help ISVs and enterprises choose between cloud platforms. He advises US and European vendors on messaging, positioning and go-to-market, working with Salesforce.com, NetSuite, Appirio, OpSource and others.



*Per Adamsson, Director, AB Volvo, Soft Products*

Worked with Telematics/ITS the past 20 years in sales, development and business development roles. Co-founder of WirelessCar and the Dynafleet solution etc.