

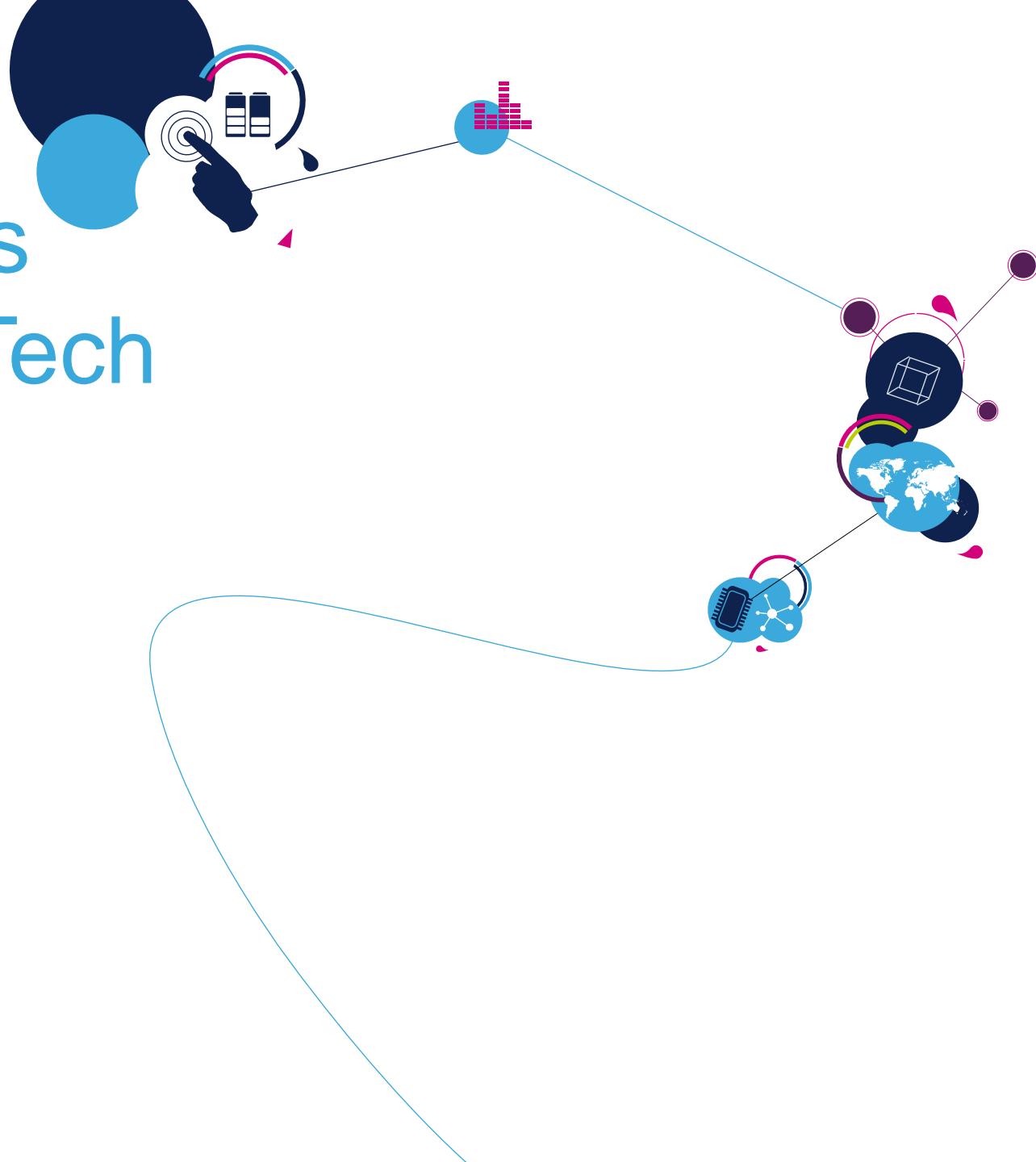
Strategic and Business Management in High Tech Automotive Projects

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Automotive Business Features



- Conservative, slow (time to market, cycle time, etc.)
- Highly demanding in Reliability and Service
- Exponential Increase in complexity requires sophisticated technology
- Transformational trends in all sectors of Automotive

- Customers fidelity and intimacy (trust, cooperation, transparency)
- Application Know How
- Long Term Strategic Vision
- Advanced Technology Deep knowledge
- Catch growth opportunities

Automotive from follower to driver



Automotive market evolution

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- **Silicon content in Automotive is progressively increasing in all segment** from normal internal combustion engine cars and telematics to hybrids, EVs and Autonomous Vehicles
- **Rapid increase of complexity:**
 - To address the exponential increase in data to analyze and dispatch, new ST ECU is based on 6 cores running at 400MHz and it is fabricated by using ST own unique 28nm FD-SOI process technology that integrates a new NVM cell (Phase Change Memory) of 16/32 MBytes.
 - ST integrates Intel/Mobileye algorithms, generates netlist, and manages production, testing of their Vision Processors. Next generation vision processor EyeQ5, designed for L4/L5 vehicles, will start sampling this year. It is being manufactured by using 7nm FinFet process technology. Up until EyeQ4, Mobileye has been sourcing it to ST to use ST's 28nm FD-SOI technology for production.

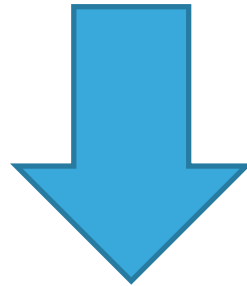
ST wealth of Technologies supports the rapidly changing Automotive landscape



My story in ST

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1997 **Marketing** Manager in Automotive, Car Multimedia B.U.



2011 **Project Manager** in Automotive for High End application

Symbiosis between Marketing and Project Manager is key for any Project success



PM Roles through Automotive business model





PM Challenges in Automotive Innovation

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- High product complexity
- Technical knowledge of Technologies (diffusion/package)
- Deep knowledge on product architecture and final application
- High number of involved stakeholders
- Customer synergy



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