SAE International to "Lead the Future of Mobility" at WCX 2020

Global Automotive Technical Event Includes Keynote Speakers Discussing Transformative Changes and Innovative Solutions Impacting the Mobility Industry

WARRENDALE, Pa. (PRWEB) February 06, 2020 -- SAE International will again bring the WCX World Congress Experience to Detroit, gathering the mobility industry's foremost engineers, executives, OEMs, suppliers, decision-makers and disruptors for three days of interactive learning, expert insight, collaboration and inspiration. WCX 2020 will be held from April 21-23, 2020, at the TCF Center (formerly Cobo Center) in Detroit.

SAE announced two opening keynote speakers who will provide insights on the changing business model approaches in automotive and preparing an organization for success. Following the keynote presentations, the speakers will participate in an engaging conversation to answer questions from the audience.

- • Jeff DeGraff, business professor and author, Ross School of Business at the University of Michigan. Known as the "Dean of Innovation," DeGraff teaches courses on leading creativity, innovation and change. His research and writing focus on all facets of innovation, including strategy, change and competency development, creativity, leadership development, and community and network creation. He has authored a number of books focused on thought leadership and innovation.
- - Presentation – When Technology Won't Win the Innovation Race. If we are transitioning to a new business model, then why won't the first to master technology win the innovation race? Jeff will talk on the power of constructive conflict, value creation and opinion diversity to show how successful companies look at developing culture, competency and community. He will conclude on how better evaluation of where the market is going and finding the right cultural mindset can position automotive companies for success.

- • John Ellis, founder and managing director, Ellis and Associates. Formerly the global technologist of Ford Motor Company's connected car business unit, Ellis was involved in developing Ford's latest generation connected car solution, the next generation of Sync services, and an API system for integrating mobile devices into the car. Additionally, Ellis co-designed and is the lead instructor of the Connected Vehicle Professional certificate course for SAE International. He also co-developed and co-teaches a "securing the vehicle network" course for U.S. military commands.
- - Presentation – Ship-and-Forget to Ship-and-Remember: The Existential Question. The rise of connectivity in vehicles is at an all-time high. It is anticipated that the U.S. car park will be more than 80 percent connected by 2025. Moreover, without software, the modern car is nothing more than an expensive paperweight. John will explore how now, more than ever, the automotive industry is faced with the existential question: To change its business model from the historic Ship-and-Forget to Ship-and-Remember.

"WCX 2020 aims to 'Lead the Future of Mobility' and our keynotes will share their unique insights on innovation, strategy, change management and what organizations need to do to prepare for the immediate and long-term future," said Dave Weil, director of engineering events at SAE International. "WCX has long been regarded as the premier global automotive technical event, and we again are developing a technical program that will enable attendees to engage in thoughtful and spirited discussions that can ultimately drive innovation and solutions to solve the challenges organizations are facing now and in the future of mobility."

WCX 2020 will feature a look at the latest advancements in mobility technologies, including an autonomous

drive demonstration, the Innovation Corridor, exhibits and sessions on trends and innovations impacting the industry, and the finals of the Global Automotive and Mobility Innovation Challenge (GAMIC). Additionally, the event is further expanding its global footprint with an international pavilion that features global exhibitors from Korea, China, Israel and Europe.

Nearly 9,000 technical experts, engineers and business leaders convene for interactive learning, thought leadership, inspiring futures and technological innovation. Learn the latest consumer metrics, regulatory standards, and emerging research and technology from SAE International, the leader in mobility standards. Featuring more than 800 hours of technical content, WCX will dig deep into the most important topics in mobility technology—from blockchain and IoT to powertrain and safety—to prepare for the shift from automotive to mobility.

To learn more about the program at this year's WCX World Congress, please visit sae.org/attend/wcx. To register for the event, please visit: sae.org/attend/wcx/registration.

Members of the media seeking credentials should email pr@sae.org or call 1-724-772-7562.

About SAE International
SAE International is a global association committed to advancing mobility knowledge and solutions for the benefit of humanity. By engaging nearly 200,000 engineers, technical experts and volunteers, we connect and educate mobility professionals to enable safe, clean, and accessible mobility solutions. We act on two priorities: encouraging a lifetime of learning for mobility engineering professionals and setting the standards for industry engineering. We strive for a better world through the work of our philanthropic SAE Foundation, including programs award-winning programs like A World in Motion® and the Collegiate Design Series™. More at www.sae.org.

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