

Kaushik Madhavan



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Madhavan**

**Vice President
Mobility**

**Frost & Sullivan
South Asia**

Functional Expertise	<ul style="list-style-type: none">• Over 16 years of experience in the automotive industry, especially strategic consulting and market research. Specific expertise in:<ul style="list-style-type: none">– Competitive intelligence and benchmarking– New market entry and diversification strategies– New business model analysis and evaluation– End consumer analysis – automotive technologies and customer purchasing behaviour– Strategic planning and technology benchmarking
Industry Expertise	<ul style="list-style-type: none">• Experience base covers a wide range of sectors, leveraging long-standing working relationships with Senior Management Executives in the automotive industry. Focus areas include:<ul style="list-style-type: none">– Automotive powertrain in passenger and commercial vehicles– Alternative fuels [Flex fuels, CNG, LPG] / Hybridisation & Electrification of vehicles– Product strategy – OE and Aftermarket
What I bring to the Team	<ul style="list-style-type: none">• Understanding of the automotive powertrain market and trends towards 'Green' technologies• Market research and consulting for the automotive market• Extensive client management, business development, and presentation skills• Project management and delivery to clients including top OEMs and Tier 1 suppliers
Career Highlights	<ul style="list-style-type: none">• Currently managing the Mobility Business Unit in Middle East and South Asia at Frost & Sullivan• Managed Powertrain at the Global level within Frost & Sullivan• Long term Product Planning for Nissan and Datsun models at Nissan Motor India
Speaking Engagements	<ul style="list-style-type: none">• Moderated panel discussions at reputed conferences / symposia such as HD Truck, CII's Autoserve, CV Forum, Telematics India, etc• Speaker at Engine Expo, CTI's Transmission Symposium, Future Mobility Dubai, NASSCOM's Connected Mobility, Apollo CV Awardsetc.
Education	<ul style="list-style-type: none">• Master of Science in Automotive Systems Engineering, RWTH Aachen, Germany• Bachelor of Engineering in Mechanical Engineering, R.V. College of Engineering, Bangalore, India