

AFTER SHOW REPORT

3rd Automotive Masterminds

 May 5 - 6, 2025

 ECC Berlin, GERMANY + online

*Where transformation
meets the value chain*

From crisis to competitive edge:

The new automotive playbook



Automotive Masterminds

On behalf of the Automotive Masterminds team, thank you for two unforgettable days! Sincere thanks to all speakers, partners, attendees, exhibitors and media who contributed to making the 3rd Automotive Masterminds 2025 such a standout experience.

On **5 - 6 May 2025**, the Estrel Berlin once again became the go-to place for visionaries, decision-makers, innovators and game changers to connect, exchange ideas and shape the next chapter of the automotive playbook.

Staged under the motto “*From crisis to competitive edge: The new automotive playbook*”, the **hybrid management conference** brought together the full spectrum of the mobility ecosystem. **300 decision-makers from across the industry** gathered at the Estrel Berlin to connect, share insights and explore the strategies shaping tomorrow’s automotive landscape.

— The Automotive Masterminds Team

THANKS TO OUR PARTNERS & SPONSORS

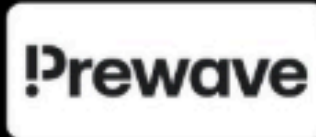


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AT A GLANCE KEY FACTS



**SPEAKERS
LIVE ON STAGE**



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**PARTICIPANTS
ON SITE**



**VIRTUAL ATTENDEES
FROM ALL OVER THE
WORLD**

STAGE HIGHLIGHTS

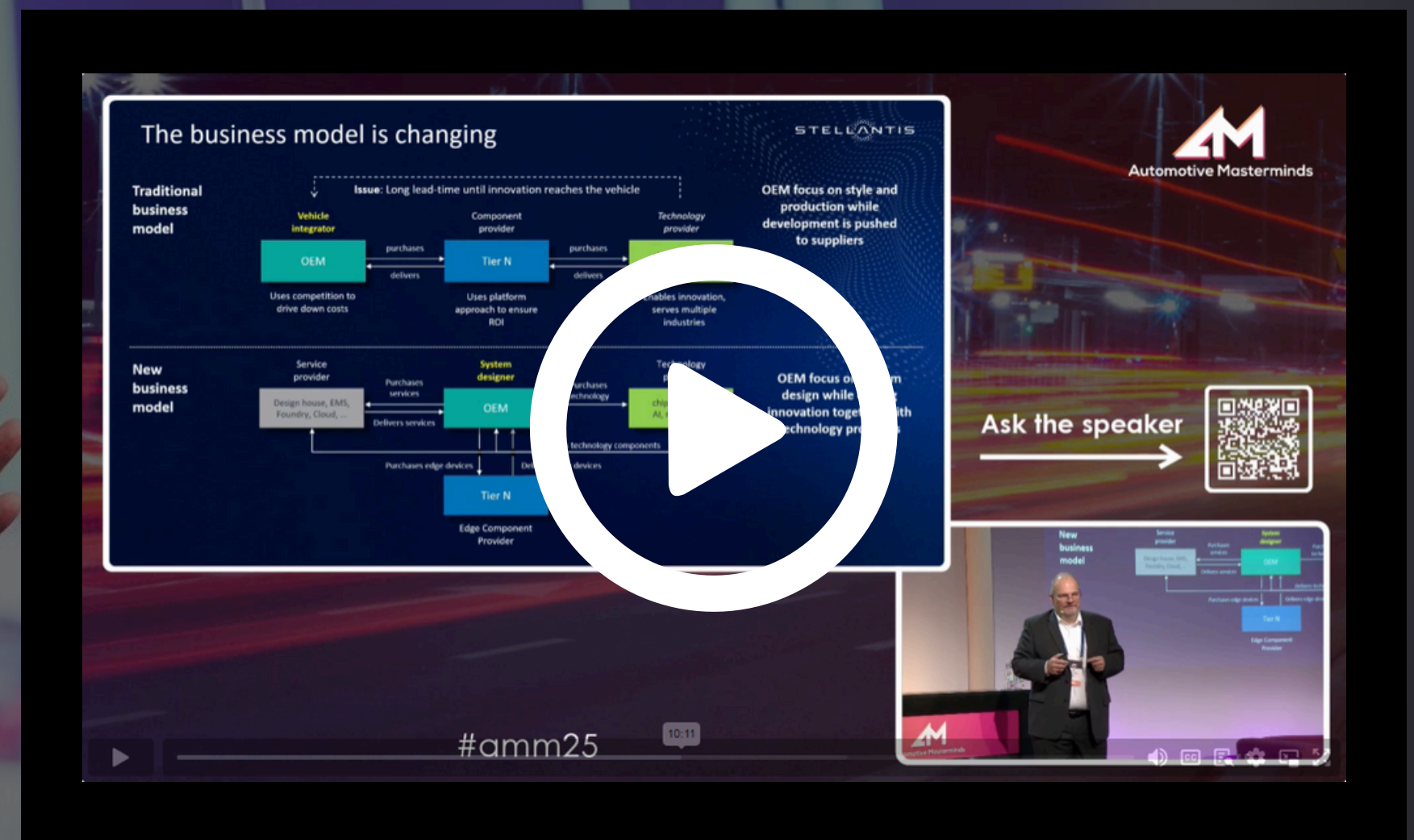


STAGE HIGHLIGHT: KEYNOTE STELLANTIS

Transition to a tech company - transformation challenges in automotive

Dr. Joachim Kahmann, Senior Vice President Purchasing EE & Modules at Stellantis, shared his perspective on the transformation challenges automotive OEMs face on the path to becoming tech companies.

Dr. Joachim Kahmann
Senior Vice President
Purchasing EE & Modules
Stellantis



SPEAKER HIGHLIGHTS



Dr. Joachim Kahmann
Senior Vice President
Purchasing EE & Modules
Stellantis



David Sultzer
General Manager
NIO Deutschland GmbH



Silvia-Luna Yzaguirre Sánchez
Director Battery Cell Development
PowerCo



Joachim Mathes
CTO
Valeo Brain Division



Dr. Christian Hort
SVP Automotive
T-Systems International GmbH



Katrin Schneider
SVP, Project Transformation, SBU Intelligent Cockpit
HARMAN Automotive



Dr. Ralf Schnupp
SVP Strategic Transformation, Member of the extended Automotive Board
Continental



Julian Fieres
VP Strategy, Transformation & Sustainability
ZF Group



Jeremy McClain
Global VP, Head of Systems & Software Business, Business Area Autonomous Mobility
Continental



Dr. Heiko Rauscher
Partner & Senior Managing Director
FTI Consulting



Dr. Célestine Singer
Senior Application Engineer
Factorial Inc.



Augustin Friedel
Senior Manager Mobility Transformation
MHP - A Porsche Company



Dr. Ali Safiei
Head of Division Compute Platform
CARIAD



Francesco Salamida
SA Specialists Leader
AWS

FOCUS TOPICS & FORMATS

The conference was organized along **three strategic topics**, which will determine the future of the automotive industry. The participants learned and discussed the ideas and future visions in **keynotes, tech talks, panel discussions, interactive workshops and deep dives**.



Software revolution & the road to autonomy

Driving the future:

Software and autonomy in focus.

From over-the-air updates to Level 3+ autonomy, software is becoming the true engine of innovation. Sessions highlighted how AI, cybersecurity, and tech partnerships are reshaping the vehicle lifecycle and accelerating the path toward self-driving mobility.



Competitiveness, global markets & the value chain

Staying ahead: Competitiveness in a changing automotive world.

Geopolitics, supply chain shifts, and rising challengers demand bold strategies. Experts explored localized production, digital factories, and the role of industrial metaverse tools in keeping global value chains resilient and adaptive.



Electrification & the future of powertrains

Electrifying the future:

Powering the next generation of mobility.

Solid-state, hydrogen, and e-fuels - the powertrain race is wide open. Discussions focused on integrating renewable energy, solving grid challenges, and aligning infrastructure with diverse tech paths toward zero-emission transport.

EVENT MOVIE



It's not just about building better cars – it's about building smarter ecosystems.

1. Customer-Centric Agility

Advanced L2++ ADAS features amaze users, but also heighten legal and safety risks. OEMs must combine intuitive UX with robust fallback strategies to maintain trust in real-world scenarios.

2. Data-Driven Architectures

Cloud-native pipelines, federated learning, and seamless OTA-backend integration are no longer tech side-notes, they're now boardroom priorities.

3. Regulation & Resilience

UNECE 155/156 and the upcoming EU Cyber Resilience Act are shaping cybersecurity roadmaps. At the same time, regional content rules are pushing OEMs to build and operate dual tech stacks.

4. Lifetime Value & Retention

Continuous feature upgrades not only boost UX, they also protect vehicle residual value. A strong upgrade strategy is becoming a key lever for total cost of ownership.

THE EXHIBITION



OFFSTAGE HIGHLIGHTS & NETWORKING



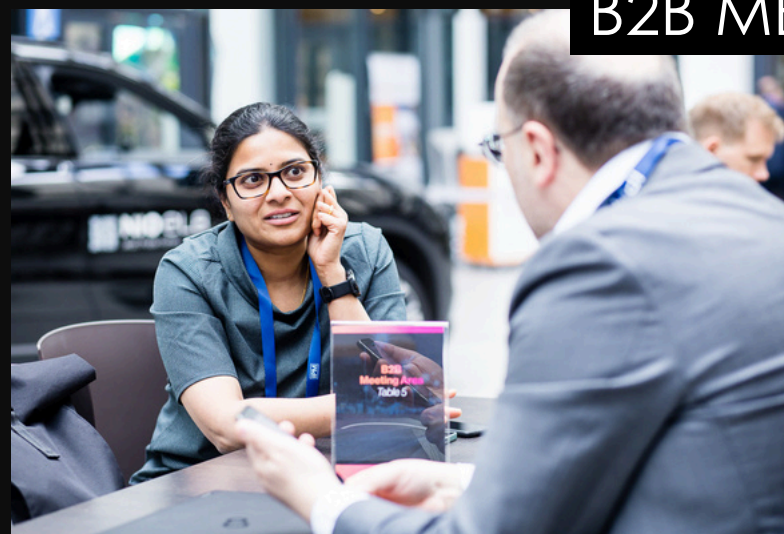
NETWORKING KICK-OFF

WORKSHOP



B2B MEETINGS

DEEP DIVES



THE MASTERMIND PARTY



PARTICIPANTS

300 decision makers from these and many other companies attended the event:



[Download participant list](#)

The conference is an opportunity to take a step back and take a look at the big picture and to connect with other people [...] and to create relationships to maybe new players which we have not seen.

**— Dr. Joachim Kahmann, SVP
Purchasing EE & Modules, Stellantis**

Automotive Masterminds thank you for this incredible good conference, the excellent selection of speakers and the right mix of collaboration and exchange.

**— Dirk Weishaupt, Global Lead Software
Defined Vehicle Cloud, Red Hat**

Masterminds is doing a good job of bringing everyone on the table [...] from the whole value chain – from components into the whole car manufacturing industry.

**— Silvia-Luna Yzaguirre Sanchez, Director
Battery Cell Development, PowerCo**

I left feeling truly inspired and energized. The exchange with experts, thought-provoking sessions, and inspiring conversations far exceeded my expectations. What impressed me most was the strong focus on collaboration, long-term thinking, and actual implementation.

**— Chris Keinerknecht, Sales & Account Executive,
Futurepath**

Automotive Masterminds brings together what our industry truly needs: openness, dialogue, and future-oriented thinking.

**— David Ger, Director Sales –
Digital Transformation, GNS-
Systems GmbH**

Being a partner of IPM is a big advantage for us because I have the opportunity to have interaction with the entire value chain of the automotive industry.

**— David Sultzer, General Manager,
NIO Deutschland GmbH**

#AMM25 ON LINKEDIN

5k
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POSTS

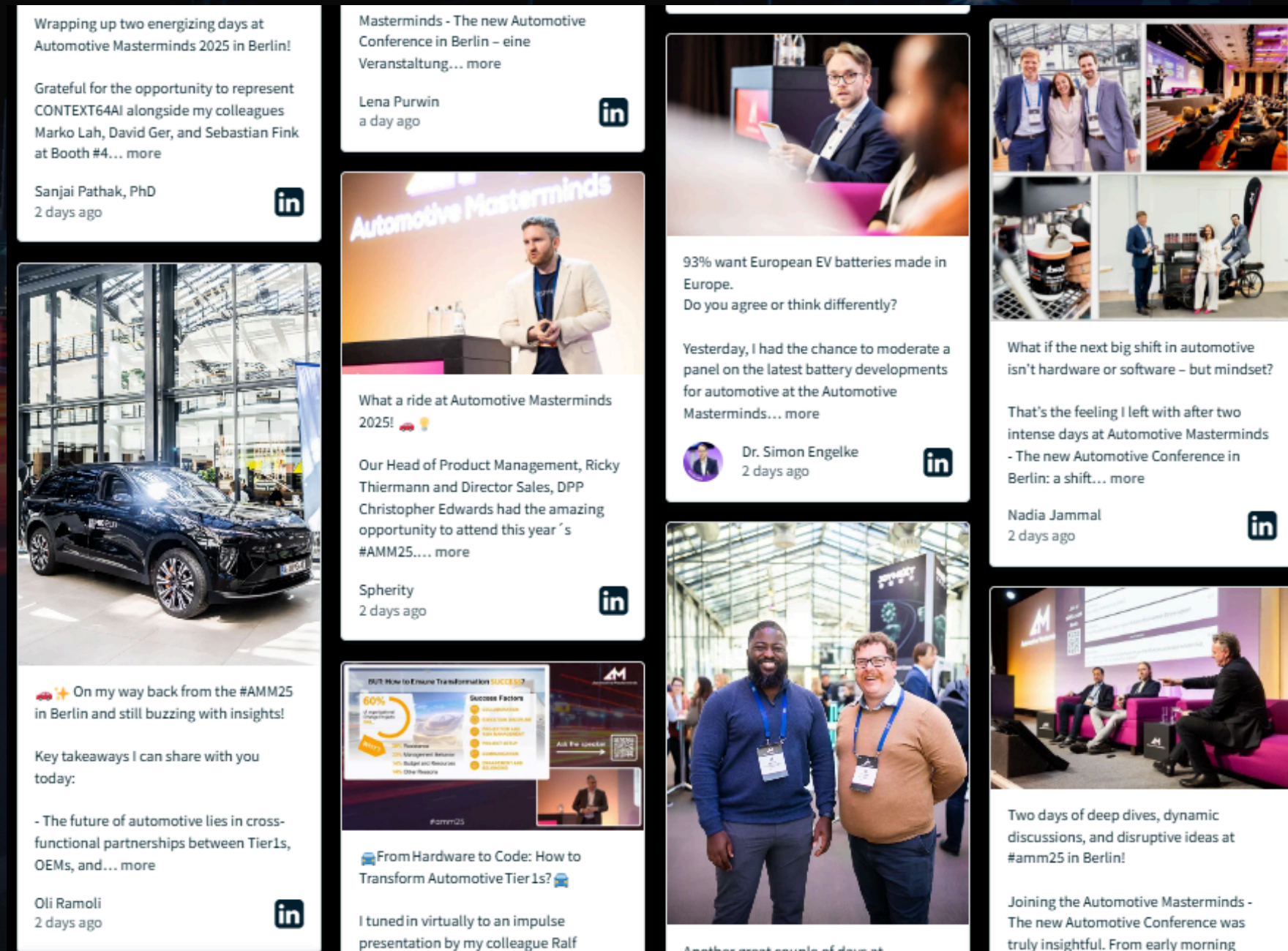
121k
IMPRESSIONS

9k
CLICKS

2.870
LIKES

92
COMMENTS

May, 2024 - May 2025



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MEDIA REVIEW

Curious to dive deeper?

Elektroauto-News published detailed reviews of selected sessions from Automotive Masterminds 2025 - including insights, highlights and key takeaways



[Click here to read more](#)



Continental: „Wir müssen uns neu erfinden“

SEBASTIAN HENSSLER 7. MAI 2025

Dr. Ralf Schnupp beschreibt den Umbau von Continental als Transformation im laufenden Betrieb – mit alten Stärken, die plötzlich zum ...



Stellantis: „Was uns stark gemacht hat, reicht nicht mehr aus“

SEBASTIAN HENSSLER 6. MAI 2025

Die Automobilindustrie macht einen radikalen Wandel durch: Stellantis fordert Tempo, Kooperation und ein neues Selbstverständnis in der Branche.



Analyse: Was China und Europa beim E-Auto wirklich trennt

SEBASTIAN HENSSLER 10. MAI 2025

Europäische Kund:innen fordern Vertrauen, chinesische Innovation: Erfolgreiche Marken müssen lernen, kulturelle Unterschiede wirklich zu übersetzen.



E-Fuels: Innovationshoffnung oder Sackgasse?

SEBASTIAN HENSSLER 8. MAI 2025

Zwischen Patagonien, Porsche und Politik: Ein Panel in Berlin zeigt, warum E-Fuels im Straßenverkehr mehr Streitpunkt als Zukunftslösung sind.



Vier Gründe für Chinas Vorsprung in der Autobranche

SEBASTIAN HENSSLER 8. MAI 2025

Statt Nachahmer zu sein, setzen Chinas Autobauer neue Standards: kurze Zyklen, klare Strukturen, hohe Löhne für Talente und Fokus auf ...



In Deutschland herrscht „Ladeangst statt Reichweitenangst“

SEBASTIAN HENSSLER 7. MAI 2025

1500 Betreiber, unklare Preise und Roaming-Gebühren: Die Ladeinfrastruktur bleibt komplex – doch es gibt erste Ansätze zur Vereinfachung.

NEXT EVENT

4th Automotive Masterminds

 May 4 - 5, 2026

 ECC Berlin, GERMANY + online



[Book your ticket now!](#)

YOUR CONTACT

Do you have any questions?
We are looking forward to your message!



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