



**TITLE 职位:**

Founder & CEO, Automobility Limited

创始人及首席执行官

**BIO 简介:**

*Bill Russo* is the Shanghai-based Founder and CEO of Automobility Limited, a strategy and investment advisory firm helping its clients to build and profit from the future of mobility. His over 40 years of industry experience includes 15 years as an automotive executive with Chrysler, including 21 years of experience in China and Asia. He has also worked nearly 12 years in the electronics and information technology industries with IBM and Harman. He has worked as an advisor and consultant for numerous multinational and local Chinese firms in the formulation and implementation of their global market and product strategies. Bill is also currently serving as a Board Director for AGP Group, one of the world's leading automotive glazing suppliers. Bill is also the Chairman of the Automotive Committee at the American Chamber of Commerce in Shanghai.

**Automobility Limited**（上海谋拓商务咨询公司）是一家专注于帮助客户构建未来移动出行版图及相关商业模式的全球性战略咨询和投资公司。**Bill** 是其创始人兼首席执行官。他拥有 40 多年的行业经验，其中包括担任了 15 年的克莱斯勒高管，并在中国及亚洲从事了 21 年的汽车领域工作。他在 IBM 和 Harman 公司工作了近 12 年，拥有电子信息技术产业相关的行业经验。他曾担任众多跨国公司和中國本土公司的顾问，帮助他们制定和实施全球市场和产品战略。**Bill** 目前还担任世界领先的汽车玻璃供应商之一 AGP 集团的董事。**Bill** 还是上海美国商会汽车委员会主席。

In his current role, Bill advises start-ups, corporations, and investors on how to maximize their participation in China's Smart Mobility Revolution. To achieve success, he believes they must expand their focus from the product (the automobile) to the utility derived from the product ("automobility") and create a business model and digital ecosystem optimized to provide digitally enabled solutions for both car owners and mobility services users.

现在，**Bill**作为顾问，在如何最大化参与中国的智慧出行革命方面，给予初创企业、成熟企业以及投资者指导。他认为，企业要取得成功，就必须将重点从产品（汽车）扩展到产品

的效用（“出行”），并创建能够为车主以及出行服务用户提供最优化解决方案的商业模式和数字生态系统。

Bill was previously the regional head of Chrysler in Northeast Asia, where he successfully negotiated agreements with partners and obtained required approvals from the China government to bring six new vehicle programs to the market in a three-year period, while concurrently establishing an infrastructure for local sourcing and sales distribution.

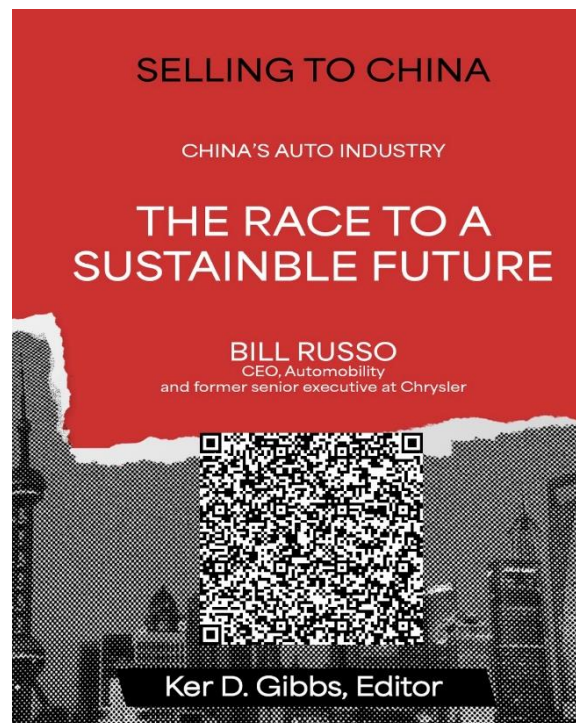
Bill曾担任克莱斯勒公司亚洲东北区副总裁。期间，他成功与合作伙伴谈判达成协议，获得了中国政府的批准，在3年时间里为中国市场引进6项汽车项目，并同时建立当地的基础设施及采购、销售体系。

Mr. Russo has a Bachelor of Science in Chemical Engineering from Columbia University in New York, and a Master of Science in Manufacturing Systems Engineering from Lehigh University in Bethlehem, Pennsylvania. Mr. Russo is a highly sought after opinion leader on the development of the China market and the automotive industry.

Bill Russo先生拥有美国哥伦比亚大学的化学工程科学学士学位及美国利哈伊大学制造系统工程科学硕士。他被认为是在中国市场和汽车行业发展方面首屈一指的意见领袖。

Bill is a contributing author to the book *Selling to China: Stories of Success, Failure, and Constant Change (2023)*, where he describes how China has become the most commercially innovative place to do business in the world's auto industry - and why those hoping to compete globally must continue to be in the market. This book can be ordered via the following QR code.

Bill是*Selling to China: Stories of Success, Failure, and Constant Change (2023)*一书的特约作者，他在书中描述了中国如何成为世界汽车行业最具商业创新性的经营地，以及为什么那些想在全球范围内竞争的企业，就必须留在中国市场。本书可通过以下二维码订购。



## **ABOUT AUTOMOBILITY 公司简介:**

Automobility Limited. is a global strategy and investment advisory firm headquartered in Hong Kong with its principal office in Shanghai and a branch office in Tel Aviv. The company provides a mix of platforms enabling clients to build & profit from the future of mobility.

上海谋拓商务咨询公司（Automobility Limited）是一家全球性战略咨询和投资公司，总部位于香港，在中国上海和以色列特拉维夫设有分支机构。公司专注于帮助客户构建未来移动出行版图及相关商业模式，同时为此构建了买方和卖方平台。我们致力于引领汽车和出行行业的未来发展，以及推动创新技术和可持续性发展的范式转变。

Automobility Advisory is a premier strategy advisory and research platform, whose founders & partners have a combined experience of +60 years in auto/mobility sector, with track record and proven thought leadership on the transformation of the 21st century auto industry business model, synthesized into the Internet-of-Mobility (IoM) investment thesis. Automobility is creating an investment platform that includes venture investment in next generation disruptive technologies alongside a public equities investment portfolio that anticipates paradigm shifts in areas related to advanced mobility, disruptive technologies, and sustainability.

公司的创始人及合伙人拥有超过 60 年的累计行业经验，是汽车和出行行业的资深专家。他们不仅有着出色的履历，还是公认的思想领袖，成功预测了 21 世纪汽车工业商业模式的变革，并将其与未来移动出行网络（IoM）的投资理念相结合。公司的核心业务包括 - **战略咨询服务**：为全球汽车公司以及产业链公司提供战略咨询服务，涵盖市场进入策略、新能源战略转型、商业模式创新等方面。我们的团队具备深厚的行业洞察力和战略分析能力，帮助客户制定切实可行的战略方案，以应对行业动态的挑战。**投资平台**：我们为下一代颠覆性技术提供支持，致力于挖掘和投资未来出行、新能源技术、智能交通等领域的创新项目。此外，我们还为投资者提供多元化的投资机会，助力科技公司和创新企业的成长。**融资支持**：我们积极协助汽车及新能源汽车产业链中的科技公司进行融资，帮助他们实现资本的有效配置，加速研发和市场推广，从而推动行业的创新和发展。