

Former Global BMW Executive Joins motormindz as Senior Partner

Detroit, MI (June 15, 2016) – motormindz, Inc., a global automotive professional services and technology accelerator, announced today that former Global BMW executive Alan Harris will join their industry-recognized team as a Senior Partner.

Harris’s experience in the global automotive industry includes chief executive positions for BMW across several markets including: Asia, Australia, Continental Europe, Africa and the United States, as well as retail automotive positions with both Mercedes Benz and Porsche in the UK.

In his most recent role at BMW, as CEO in Japan and subsequently Malaysia, Alan steered sales and brand development for all of the BMW Group brands including: BMW, MINI, and Motorrad, achieving record sales growth in these Asian markets. He also successfully led negotiations with the Malaysian government to position BMW as the first premium brand to locally assemble future plug-in hybrid models and export them to other countries within the ASEAN region.

“We are elated to have Alan join our rapidly growing team. Alan’s senior global automotive leadership experience fits hand-in-hand with our continued expansion into markets outside of North America and Europe,” said Jeff Van Dongen, Founder and CEO of motormindz.

Harris joins a team of automotive notables at motormindz, including the likes of John Felice from Ford Motor Company, Don Johnson from General Motors Company, Ray Fisher from the Chrysler Group, and many more. In his role as Senior Partner, Harris will help lead the global assessment and implementation of solutions and technologies aimed to solve challenges across the automotive vertical.

In a statement, Harris said. “I am excited to join a team of professionals who share the same enthusiasm and vision I do in helping challenge the status quo for the betterment of our business. Some of the projects in which we are engaged around logistics optimization and connected consumer are ground breaking and represent the future state of the industry.”

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About motormindz:

motormindz is a global automotive professional services and technology accelerator that combines unparalleled experience and comprehensive capabilities across all facets of the automotive manufacturing and sales chain. motormindz collaborates with solution partners and clients to develop and integrate disruptive, leading-edge solutions and technologies aimed at solving crucial challenges for automotive manufacturers and dealers. For more information, please visit www.motormindz.com.

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