
Bill Russo



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.

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.

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 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. Bill is a highly sought after opinion leader on the development of the China market and the automotive industry.

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.

Topic □

- **Selling to China:**

Bill talks about navigating the complexities of the Chinese market. Drawing from his extensive experience, Bill explores effective strategies for entering and expanding within China's dynamic and rapidly evolving business landscape. From market entry approaches to understanding consumer behavior and regulatory considerations, Bill

provides actionable advice tailored to businesses aiming to succeed in China.

- **Building a Sustainable Future:**

With a keen focus on sustainability, Bill provides insights into the critical role that industries play in shaping a sustainable future. Through discussions on innovative technologies, business models, and policy initiatives driving sustainability efforts, Bill highlights the intersection of environmental responsibility and economic growth. By inspiring corporate audiences to embrace sustainability as a core principle, Bill encourages businesses across various sectors to prioritize long-term success through sustainable practices.

- **Innovation and Future Mobility:**

Bill explores the future of mobility and the role of innovation in shaping the automotive industry. He discusses trends such as electric vehicles, autonomous driving, and shared mobility, highlighting their implications for business models, urban planning, and sustainability. Bill inspires corporate audiences to embrace innovation as a driver of growth and competitiveness in the evolving mobility ecosystem.