Stanford



# Sven Beiker

Lecturer, Graduate School of Business - Other Faculty

## Bio

### BIO

Sven Beiker is a Lecturer in Management at the GSB, and the Managing Director of Silicon Valley Mobility, an independent consulting & advisory firm. He covers the electrification, automation, connectivity, and sharing of automobiles through the lens of new technologies and business models. This is reflected in his teaching at the GSB as well as in his professional engagements. Prior to his independent consulting work, he served as an Expert Consultant for mobility topics at McKinsey & Company for 2.5 years.

Dr. Beiker is also the former Executive Director of the Center for Automotive Research at Stanford, an industry affiliates program that he launched in 2008 together with Stanford Professors Gerdes, Nass, and Thrun. Before coming to Stanford, Dr. Beiker worked at the BMW Group for more than 13 years. Between 1995 and 2008 he pursued responsibilities in technology scouting, innovation management, systems design, and series development. He primarily applied his expertise to chassis and powertrain projects, which also provided him with profound insights into the industry's processes and best practices. In addition, he worked in three major automotive and technology locations: Germany, Silicon Valley, and Detroit.

Dr. Beiker received his MS (1995) and PhD (1999) degrees in Mechanical Engineering from the Technical University in Braunschweig, Germany. He published various technical papers and holds several patents in the fields of vehicle dynamics and powertrain technology.

### ACADEMIC APPOINTMENTS

- Lecturer, Graduate School of Business - Other Faculty
- Affiliate, Precourt Institute for Energy

### PROFESSIONAL EDUCATION

- PhD, Technische Universität Braunschweig, Germany , Mechanical Engineering (specialization in Automotive Systems Design) (1999)
- MSc, Technische Universität Braunschweig, Germany , Mechanical Engineering (specialization in Automotive Systems Design) (1995)

## Research & Scholarship

### CURRENT RESEARCH AND SCHOLARLY INTERESTS

Autonomous, connected, electric, and shared mobility in terms of product roadmaps, market sizing, and corporate strategy. The primary questions describing my work are:

- When will autonomous vehicles come to the market?

- Is there a viable business model for connected vehicles?

- Is there an inflection point for electric vehicles?

- Will consumers only use shared mobility and not own anymore?

As impossible as it is to answer those questions, as possible it becomes in a specific context...