

ASAM Regional Meeting Japan

Welcome!

Marius Dupuis
CEO ASAM e.V.

29th June, 2022
Japan (online)



ASAM 2022+

ASAM – Transfer of Leadership

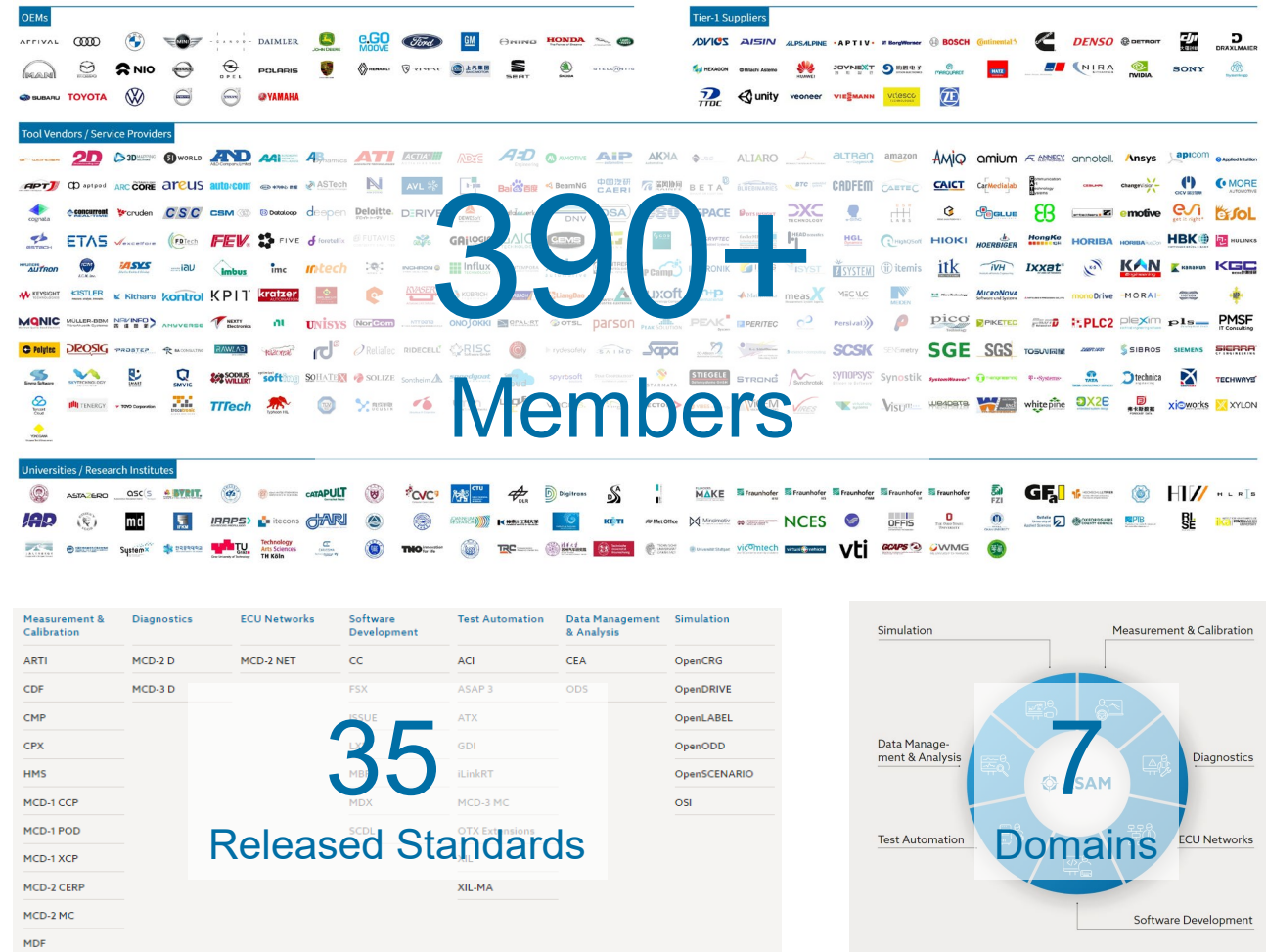
(May 1st, 2022)



Dr. Klaus Estenfeld

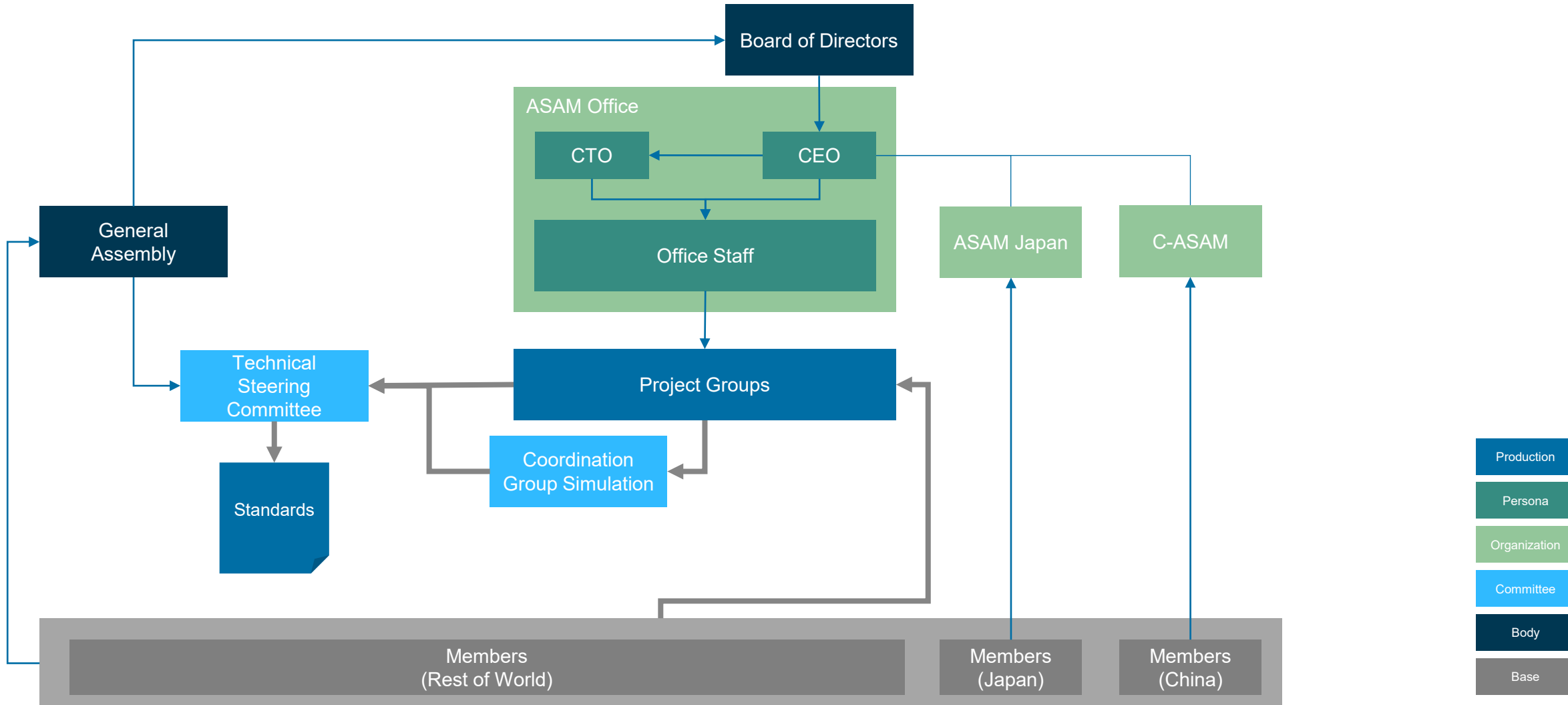
Marius Dupuis
(CEO)

Benjamin Engel
(CTO)



ASAM Organization 2022+

Shared Responsibilities – Combined Forces



ASAM Organization 2022+

Management Team - Persona



Marius Dupuis
CEO



CV



Goals

Members	Get to know you – Intensify communication
	Understand your use cases, motivation and pains
Marketing	ASAM standards applied – Show your use cases!
	Clarify ASAM brands, domains and messages
Finance	Invest our members' money wisely
	Optimize infrastructure, increase productivity
Office	Grow staff and get standardization projects done
	Optimize internal processes

Contact me:

marius.dupuis@asam.net

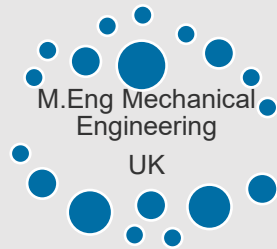
ASAM Organization 2022+

Management Team - Persona



Benjamin Engel
CTO

CV



Research &
Simulation
TU Munich

Simulation Engineer
& Innovations
Manager
Idiada FZT

Team Lead CAE
Idiada FZT

Global Technology
Manager
ASAM e.V.

CTO at
ASAM e.V.

Goals

Continue supporting our membership via ongoing and new standardisation efforts

Improve interoperability of ASAM standards - how are you using them together?

Continue to grow and develop the technical team

Contact me:

benjamin.engel@asam.net

ASAM Organization 2022+

Management Team – Tasks (from May 1st, 2022)



*„Managing and growing ASAM e.V.
has all the fascination and dynamics
you would only expect from start-ups.“*

Marius Dupuis, CEO

Members

- Member relationship and communication
- Continued growth of member base

Marketing

- Communicate the value of ASAM e.V.
- Develop the brand

Finance

- Count the beans
- Provide financial planning and forecasting

Office

- Manage the non-tech part of the office
- Direct and monitor the operations



*„I see ASAM as the glue that can bring
industry, academia and others together to
work on our common goals.“*

Benjamin Engel, CTO

Standardisation

- Alignment between ASAM's domains
- Coordinate ideation & development

Liason

- Align with other standardisation organisations
- Support research activities

Office

- Lead ASAM's technical team
- Improvement of ASAM's processes and infrastructure

Board of Directors – Term 2021 - 2023

Leading the Organization



Prof. Dr. Marcus Rieker

Chairman of the
ASAM Board of Directors

Member Company: → [HORIBA Europe GmbH](#)



Dr. René Grosspietsch

Member of the
ASAM Board of Directors

Member Company: → [BMW AG](#)



Prof. Dr. Frank Köster

Member of the
ASAM Board of Directors

Member Company: → [DLR](#)



Dr. Ralf Nörenberg

Member of the
ASAM Board of Directors

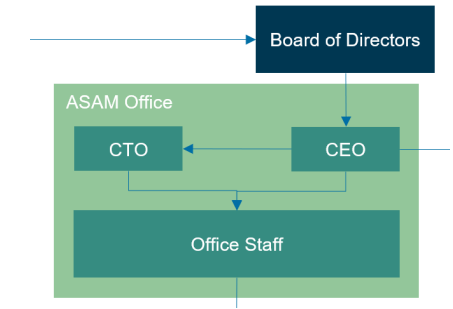
Member Company: → [HighQSoft GmbH](#)



Armin Rupalla

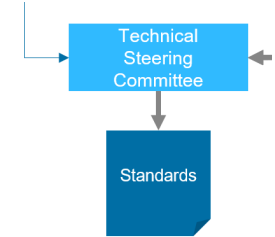
Member of the
ASAM Board of Directors

Member Company: → [RA Consulting GmbH](#)



Technical Steering Committee – Term 2022 - 2024

Leading the Standardization



Gil Amid
Foretellix Ltd.



Dr. Christoph Dallmayr
Vector Informatik GmbH



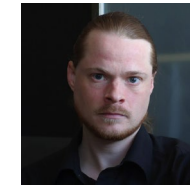
Prof. Dr. Andras Kemeny
Driving Simulation
Association



Christian Pahlke
TÜV SÜD



Oliver Philipp
Siemens Industry Software
GmbH



Dr. Andreas Richter
Volkswagen AG



Dr. Gerald Sammer
AVL List GmbH



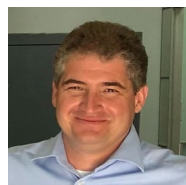
Michael Schwarzbach
BMW Group



Markus Steffebauer
Softing Automotive
Electronics GmbH



Dr. Jörg Supke
EMOTIVE GmbH & Co KG



Jacques Weber
Vitesco Technologies
France



Thilo Wenzel
ETAS GmbH

I look forward to working with you and I will be happy to serve your needs and fulfill your requests.

Thank you for your attention!

Marius Dupuis
CEO
ASAM e.V.

email: marius.dupuis@asam.net

Meet us in person on Oct. 11/12:



<https://en.sip-adus.go.jp/evt/workshop2022/>