



## JOHN WORMALD



**Managing Partner**  
***autoPOLIS***

Dr. John Wormald is managing partner of *autoPOLIS*, which he co-founded in 1993. He is co-author of two major books on the industry, “Time for a Model Change – Re-engineering the global automotive industry”, published by Cambridge University Press in 2004, and “Driving Over a Cliff – Business Lessons from the World’s Car Industry,” published by Addison Wesley in 1995. He is also a regular chairman and speaker at international automotive conferences and a moderator and facilitator at automotive company events.

*autoPOLIS* is dedicated to analysing the structures of the global automotive industry, identifying the forces that shape it, and exploring the resulting industry dynamics. Based on this knowledge (“We begin with an understanding”), the firm provides strategic analysis and advice to companies in the world automotive industry, including vehicle manufacturers, components suppliers, vehicle and parts distributors, service providers, financial institutions and government agencies.

Wormald’s work ranges right across the industry, from the introduction of a test fleet of fuel-cell-powered urban buses in São Paulo to the service and repair outlets in Europe. He has a particular interest in the whole downstream sector of the industry, covering both the sales and the maintenance of motor vehicles. In this context he wrote a major report for the European Commission on the link between sales and service, as part of the review that preceded the 2002 Block Exemption Regulation. He also delivered a report to the European Parliament on the use of copy parts in vehicle crash repair.

He was previously with Booz.Allen & Hamilton, Renault, The Boston Consulting Group and ICI, and holds degrees from Oxford, Harvard and INSEAD.