AUTOMOTIVE, DEALERSHIPS & MOBILITY

THE CAR IS BECOMING A PLATFORM

Electrification, autonomy, software, service and the reinvention of mobility economics.



AUTHENTIC KEYNOTE STAGE ARCHIVE | FULL FRAME

THE CLIENT PROBLEM

Our automotive leaders, suppliers and dealers understand the vehicle industry is changing, but they are struggling to connect electric vehicles, assisted and autonomous driving, software-defined cars, changing ownership patterns and the future of service. We need a keynote that helps them make strategic choices now.

A SPECIFIC BUSINESS PROBLEM. NOT A GENERIC TRENDS TALK.

Vehicles last for years, while software, customer expectations, energy and business models evolve at digital speed. Every part of the value chain must adapt.

01

THE SOFTWARE-DEFINED VEHICLE

Sensors, diagnostics, AI and connectivity change how value is delivered.

02

EVS AS AN ECOSYSTEM

Charging, power availability, storage and grid integration affect mobility economics.

03

DEALERSHIP AND AFTERMARKET REINVENTION

Sales, service, ownership, financing and customer relationships transform together.

04

SKILLS AND OPERATING MODELS

Technicians, engineering teams and leaders require new capabilities.

THE KEYNOTE SOLUTION: CONNECT THE DOTS.

Five movements connect acceleration to meaningful action.

01 How the automobile evolved from a product into a platform

02 EVs, batteries and the energy ecosystem

03 Autonomy, assisted driving and connected intelligence

04 New dealer, financing and service models

05 Skills, partnerships and practical strategic action

FIVE CONNECTED FORCES. ONE INDUSTRY CHALLENGE.

CHANGE DRIVER 1

THE SOFTWARE-DEFINED VEHICLE

Sensors, diagnostics, AI and connectivity change how value is delivered.

CHANGE DRIVER 2

EVS AS AN ECOSYSTEM

Charging, power availability, storage and grid integration affect mobility economics.

CHANGE DRIVER 3

DEALERSHIP AND AFTERMARKET REINVENTION

Sales, service, ownership, financing and customer relationships transform together.

CHANGE DRIVER 4

SKILLS AND OPERATING MODELS

Technicians, engineering teams and leaders require new capabilities.

TEN CLIENT ENGAGEMENTS. REAL ROOMS. REAL ISSUES.

Historical engagement evidence behind the proposed keynote solution.

THE EDITORIAL STANDARD

The following pages summarize specific client environments and themes from Jim Carroll's published highlights, sector archives, and original keynote materials. They show prior speaking experience—not a claim that clients deployed or achieved the technologies discussed.

Adjacent-industry engagements are identified as such. Examples with incomplete original program detail are marked for final verification before broad external distribution.

01 MERCEDES-BENZ

Automotive leadership keynote, Detroit

THE STRATEGIC CHALLENGE

Connect three disruptive forces changing the passenger vehicle business.

KEYNOTE THEMES & MESSAGES

Self-driving vehicles; electric propulsion; shared mobility; business-model change.

WHY THIS EXPERIENCE MATTERS

Direct global automotive OEM experience.

02 MAGNA

Automotive manufacturing and supplier keynote

THE STRATEGIC CHALLENGE

Help the supply-chain ecosystem understand changing vehicle architecture.

KEYNOTE THEMES & MESSAGES

Lightweighting; new materials; connected cars; manufacturing innovation.

WHY THIS EXPERIENCE MATTERS

Shows upstream automotive-sector experience beyond dealerships.

03 CANADIAN AUTOMOTIVE DEALERS SUMMIT

Dealer executives and operators

THE STRATEGIC CHALLENGE

Challenge dealers to prepare for changing purchasing and ownership behaviour.

KEYNOTE THEMES & MESSAGES

Connected vehicles; technology-led customer expectations; shifts in retail and service.

WHY THIS EXPERIENCE MATTERS

A dedicated automotive retail audience.

04 AUTOGLASS

Automotive repair and aftermarket specialists, Indianapolis

THE STRATEGIC CHALLENGE

Ask how the repair business changes when vehicle technology and ownership change.

KEYNOTE THEMES & MESSAGES

Assisted and autonomous vehicles; new glass/sensor complexity; mobility models and repair skills.

WHY THIS EXPERIENCE MATTERS

Direct aftermarket relevance.

05 KWIK FIT

Approximately 500 service managers, Birmingham

THE STRATEGIC CHALLENGE

Translate the acceleration of automotive technology into everyday service decisions.

KEYNOTE THEMES & MESSAGES

EV service requirements; new diagnostic complexity; evolving repair skills; service-business disruption.

WHY THIS EXPERIENCE MATTERS

Frontline operational perspective on changing vehicles.

06 VOLVO / MACK TRUCKS — DALLAS

Commercial vehicle dealer conference

THE STRATEGIC CHALLENGE

Show how predictive intelligence changes the truck sales proposition.

KEYNOTE THEMES & MESSAGES

Connected vehicles; predictive diagnostics; uptime and outcome-based selling.

WHY THIS EXPERIENCE MATTERS

Specific dealer and commercial vehicle business-model case.

07 VOLVO / MACK TRUCKS — GREENSBORO

Repeat internal leadership engagement

THE STRATEGIC CHALLENGE

Extend the connected vehicle conversation to product and service strategy.

KEYNOTE THEMES & MESSAGES

Prognostic analytics; assisted/autonomous trucks; connected assets and after-sales value.

WHY THIS EXPERIENCE MATTERS

Repeat executive engagement within a major mobility brand.

08 KALMAR / OTTAWA TRUCK

Specialty vehicles and industrial mobility

THE STRATEGIC CHALLENGE

Explain how electric and autonomous technologies reshape work vehicles.

KEYNOTE THEMES & MESSAGES

Autonomous electrification; yard and terminal operations; evolving business models.

WHY THIS EXPERIENCE MATTERS

Shows breadth beyond passenger cars.

09 CANADIAN FINANCE & LEASING ASSOCIATION

Vehicle finance and leasing professionals, Montreal

THE STRATEGIC CHALLENGE

Interpret mobility-as-a-service and shared-ownership scenarios.

KEYNOTE THEMES & MESSAGES

Autonomous vehicles; sharing economy; leasing economics; digital finance.

WHY THIS EXPERIENCE MATTERS

Connects mobility trends to financial and commercial structures.

10 AMERICAN FINANCIAL SERVICES ASSOCIATION

Automotive finance and lending audience

THE STRATEGIC CHALLENGE

Explore the changing car industry from the leasing and financing side.

KEYNOTE THEMES & MESSAGES

Vehicle technology disruption; mobility services; evolving consumer financial relationships.

WHY THIS EXPERIENCE MATTERS

Completes the picture from OEM to financing and end customer.

WHAT THE ROOM WILL LEAVE READY TO DO.

The output is clarity, priorities and a disciplined next move—not a list of buzzwords.

OUTCOME 1

SEE WHAT CONNECTS

Understand how technologies, behaviour and economics interact in this industry.

OUTCOME 2

CHALLENGE THE MENTAL MODEL

Identify assumptions that may have been valid a decade ago but are now expiring.

OUTCOME 3

SEPARATE FACT FROM POSSIBILITY

Distinguish observed changes from pilot technologies and plausible future scenarios.

OUTCOME 4

SELECT ACTIONABLE PRIORITIES

Define a bounded use case, the right safeguards, a learning owner and clear success metrics.

WHAT A BUREAU CAN SEND BACK.

Ready-to-adapt response to the illustrative client request.

Jim Carroll is a strong fit for an audience of automotive, dealership and mobility leaders seeking more than a general future-trends keynote. He brings more than three decades of highly customized industry work, including the representative engagements detailed in this briefing. His approach would connect software-defined vehicles, EVs as an ecosystem, dealership and aftermarket reinvention, and the organizational decisions needed to respond. The goal is to give the audience a shared picture of what is changing, a practical way to distinguish emerging opportunity from hype, and the confidence to start with focused, responsible action. The final keynote would be developed around the actual event, audience and business objectives.

RESEARCHED. RELEVANT. ACTIONABLE.

A keynote is developed around the client, not chosen from a fixed slide library.

STEP 1

LISTEN

Discuss event goals, audience composition and the strategic questions people need answered.

STEP 2

RESEARCH

Review client context, published industry signals, credible examples and the existing keynote archive.

STEP 3

CONNECT

Select the best evidence and connect it to this particular industry's decisions and operational reality.

STEP 4

DELIVER

Present a compelling keynote with practical action, clear guardrails and a durable common vocabulary.