

**Dr. Wilfried Aulbur**

**Senior Partner**

**Roland Berger**

Dr. Wilfried Aulbur is responsible for Roland Berger's global Commercial Vehicle, Construction and Agricultural business. He is based in Chicago and supports the firm's U.S. Automotive, Industrials, and Private Equity practices. Previously, he was Managing Partner of Roland Berger India, a practice he continues to support in the Automotive and Industrials space. He was also head of Roland Berger's Automotive practice in Asia, as well as the Chairman of Roland Berger Middle East and Africa.

Wilfried's work includes growth strategies, M&A and due diligence, operational performance improvements and technology strategies. He has served on numerous industry associations and panels, is a regular speaker at key industry events, and publishes extensively. His recent book "Riding the Tiger" is a Random House bestseller. He is a lecturer for Harvard Business Publishing and a mentor for the International Innovation Corps of the University of Chicago.

Prior to his work with Roland Berger, Wilfried was the Managing Director and CEO of a well-known German automobile manufacturer in India, and responsible for the company's passenger cars, trucks, and buses. Before that, he held various positions with that company in Europe, the U.S. and India. Wilfried earned a PhD in Physics with a focus on Computational Material Science.