



# The Future of Mobility and Manufacturing

Special Edition Series of



## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



**The Future of Mobility and Manufacturing with Game Changers, Presented by SAP**  
**Tuesday at 7 AM Pacific /10 AM Eastern**  
**April 4th 2017: City Traffic and Stress Cure: Self-Driving Cars or Congestion Pricing?**

The buzz: "I'm the worst person to be stuck with in a traffic jam" (Larry King). "Self-Driving Cars Can't Cure Traffic, but Economics Can" (NYTimes 03/08/17). The upsides of autonomous vehicles – safety, convenience, free time, mobility – will not alleviate jammed highways. So, what would you pay to be on the road at peak times? Four gurus on autonomous vehicles and cities kick the tires. The experts speak. Joe Burton, Whil: "They say the universe is expanding. That should help with the traffic" (Steven Wright). Heather Ashton, IDC: "Standing in the middle of the road is very dangerous; you

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### Featured Guests



#### Joe Burton

Joe Burton is the founder and CEO of Whil Concepts, Inc. ("Whil"), a digital training platform helping employees to reduce stress, increase resiliency and improve their sleep and performance.

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#### Heather Ashton

Heather Ashton is a Research Manager at IDC Manufacturing Insights. Heather leads the Service Innovation and Connected Products Strategies Service, where she focuses on how manufacturers are applying transformational technology like IoT to aftermarket service in their efforts to increase customer centricity.

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#### Ruthbea Yesner

Ruthbea Yesner is Vice President of IDC's Government Insights, Education and Smart Cities and Communities practice which analyzes the execution of emerging technologies essential for the modernization and digital transformation of governments and educational institutions. Ms. Yesner provides research and advisory services to government organizations and the vendors that serve them. Ms. Yesner launched the Smart Cities practice at IDC in 2010, at first of its kind. She is a frequent speaker at industry events.

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#### Larry Stolle

Larry Stolle is the Senior Global Director of Automotive Marketing at SAP. He is responsible for marketing the entire solution portfolio, spanning the Automotive OEM, the Automotive Supplier and Automotive Sales and Service organizations including automotive retail and importer business.

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