

# Sales Under New Leadership



Christopher White is Executive Vice President Sales of ETAS GmbH.

For almost a year now, the England-born Christopher White has been a member of the ETAS Executive Board of Management and in charge of sales. The RealTimes editorial team had the chance to talk to him about his career and his expectations for working at ETAS.

**Mr. White,** could you please tell us which career steps guided you to ETAS?

**Christopher White:** I studied Electro-Mechanical Product Design and Engineering at the Thames Valley University in London and at Newcastle University. My first job was as a Design Engineer for Vacu-Blast Ltd., a manufacturer of special purpose machinery. Following this, I worked as a self-employed design engineer in several industries, including defense, consumer electronics, retail, and banking. Eventually, I found myself in the automotive industry, working for TRW Automotive Electronics Ltd., a global supplier of switchgear technologies and airbag ECUs where I worked for five years.

Subsequently, you joined the Bosch Group and started as a Program Manager in the BMW-Rover team and later as the Nissan Team Leader, both in Denham in the UK. After that you moved to Cologne, Germany. What did you do there?

**Christopher White:** In 2002, I joined Bosch's Car Multimedia Division in Cologne. As the Global Key Account Manager for the Ford

Group, i.e., Ford Motor Co. and their subsidiaries at that time, I was responsible for the worldwide sales team leading all commercial activities. In 2010, following the re-structuring of Ford, I moved to the U.S. where Ford is headquartered in Dearborn, Michigan.

When did you first get in contact with ETAS?

**Christopher White:** My first project at Bosch UK was an ESP development at BMW and Land Rover, and within the scope of this project I first came across ETAS products in the form of an ECU interface called ETK. So with this and from an early stage of my Bosch career I knew ETAS as **the** supplier for delivering measurement, calibration, and diagnostic development tools for the automotive market with a reputation for excellent products and service.

What made you want to meet the challenge at ETAS?

**Christopher White:** What attracted me to ETAS was most of all the ETAS staff with its reputation for excellence, the dynamic nature of the application fields, and the

convincing nature of the growth strategy set out. The future outlined by the ETAS Board of Management is truly challenging, and I'm excited to have been invited to contribute.

Where do you see the strengths of ETAS?

**Christopher White:** The growth rate of electronics and associated embedded systems software is breathtaking. ETAS has the product and services portfolio in place to ensure that customers can launch software-rich products reliably, efficiently, and with high quality. I see ETAS as having the flexible, multi-faceted solutions necessary to provide customers with peace of mind when facing these challenges. ETAS is able to support the embedded systems development process through all phases of the V cycle. Given this, ETAS is uniquely positioned to provide the holistic solutions that today's customers are seeking. ETAS provides compelling "cradle to grave" support and solutions, and with this, is truly capable of delivering competitive advantages that are reflected in the superior nature of our development activities.