

# Women In Automotive Interview Series

Part of Informa Tech Automotive Group's Summer Festival of Automotive.

In partnership with:



**Meet Bitu Sistani - Director of Automotive Marketing, Samsung Electronics**

## 1. Why did you get involved in automotive?

I got involved in automotive back in 2009 when I was asked by the WW Sales VP of the company I was working for to help grow the business in the USA. I ended up getting involved in new product definition and introduction into the automotive segment worldwide for that particular company.

## 2. What do you think is the greatest challenge facing the autonomous vehicle industry?

Scalability as well as user adoption. Many companies have proven that the technology can get us to an autonomous world, but we need scalability as well as user interest in order to see the technology being adopted at a mass scale.

## 3. What is the biggest opportunity in autotech right now?

Given the era of the COVID-19 pandemic, the autotech industry can show how these services can be deployed to save lives, provide touch-less services and pave the way for a green environment.

## 4. How do you see today's global pandemic reshaping the AV industry?

In the short term, we probably see less R&D money spend in this segment by major OEMs. Then again, history has shown over and over again that in the times of adversity, we find innovative ways to move technology ahead.

## 5. Why does diversity matter in this field? Anything in particular that you are doing to promote diversity in your company and/or our industry?

At the end of the day, we are working on technologies and products that we hope are used by consumers of all genders and nationalities. It is very important that we don't just have a one-sided view of how future technologies and consumer products should look like in this segment.

## 6. What advice do you have for rising women in this space?

Trust what you know and can bring to the table. Don't let others make you feel this is a male world.

*Thanks, Bitu for taking the time to talk to us about your experience working in Automotive.*

For more insightful intelligence, please visit the [Summer Festival of Automotive](#).

